

AMERICAN GAS ASSOCIATION



*See you at
the big*

FESTIVAL OF FLAME

convention & exhibit
Atlantic City, Oct. 9-12

SEPTEMBER
1960

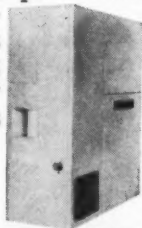


St. James Episcopal Church, Dallas, Texas. Designer: Jack Hemphill

Now we're cooling with GAS!

It's comfortably cool in this strikingly modern church—even with the Texas sun burning against its tall and beautiful glass wall. The system is the most modern, too—an Arkla-Servel gas air conditioning unit.

After careful study backed with successful experience in previous jobs, the architect specified gas and Arkla. "The main reason is performance. What could be easier. You just set it, and forget it. Of course, economy plays a big part, too... but basically it's the trouble-free operation."



You or your clients can have this same efficient year 'round operation. For specific information, call your local gas company, or write Arkla Air Conditioning Corporation, General Sales Office, 812 Main Street, Little Rock, Arkansas. American Gas Association.

- Gas-operated Arkla-Servel Air Conditioning Units*
- lowest operating costs • fully automatic operation
 - long dependable service • packaged construction
 - compact size • easy installation

Three 5-ton Arkla-Servel Sun Valley Gas units heat in winter . . . cool in summer.

FOR HEATING & COOLING, GAS IS GOOD BUSINESS! 🔥

• This advertisement appeared in NEWSWEEK, June 13; AIR CONDITIONING, HEATING & REFRIGERATION NEWS, July 11; ASHRAE JOURNAL, August; REFRIGERATION & AIR CONDITIONING BUSINESS, August; CONSULTING ENGINEER, September, 1960



This scene is familiar to A. G. A. Convention-goers—but they'll hardly recognize Convention Hall

THE gas industry's competitors in the heating field asked for it when they started slanting their ads and propaganda against gas, instead of legitimately trying to sell products and services on their own merits . . . so gas is giving it to them, with both barrels, in A. G. A.'s new gas heating promotion and advertising campaign (story on page 8). . . . While most of us enjoy a good scrap, we like it clean, and deplore the fact when losers start tossing rocks wrapped up in their snowballs. . . . That this impression of the competitive advertising is not limited to the gas industry is demonstrated by the remarks of impartial advertising critic Robert Alden of the New York Times, quoted on page 31. . . . The best answer to wild claims and veiled charges of desperate competitors lies, of course, in the real superiority of our product . . . for a clear, thorough and concise summing up of the tested, practical advantages of gas heat, read D. F. Hansen's "A Thinking Man's Heating System," page 21. . . . One place where gas heat should really go over great is Alaska, the newest natural gas state . . . this story, on page 4, we felt was one of the most exciting we have come across recently . . . and as for gas lights, they are turning out to be one of the greatest new promotional devices as well as a re-discovered load builder for gas companies . . . see page 11.

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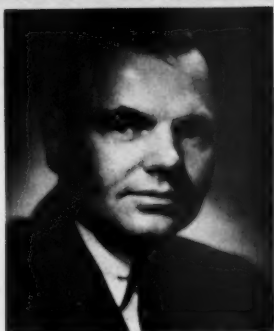
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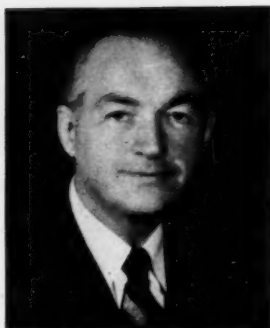
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POSTMASTER: Send Form 3579 to American Gas Association
420 Lexington Ave., New York 17, New York.



Management team will be subject of Marvin Bower



Director of Budget Bureau Maurice Stans will speak



Linn B. Bowman will be an Operating session speaker



"Challenging '60's" is topic of NBC's Robert Sarnoff



Leo Cherne will discuss perils and opportunities



Kenneth Haugen will be General Management speaker



New Valiant sedan will be among prizes awarded registrants holding lucky numbers in ticket draw



New stars join Convention roster

Two of America's foremost speakers, Maurice H. Stans, director of the U. S. Bureau of the Budget, and Robert W. Sarnoff, chairman of the board of the National Broadcasting Co., have joined the top flight general sessions team for the 1960 A. G. A. Convention, according to Marvin Chandler, chairman of the General Convention Committee.

Mr. Stans will present a major address on "Financial Management in the Sixties" at the Convention General Session

on Wednesday morning, October 12. Mr. Sarnoff will discuss "The Challenging Sixties" at the grand "Festival of Flame" luncheon for delegates and ladies at 12:30 on Wednesday, October 12.

The 1960 "Festival of Flame" Convention and Exhibit at Atlantic City October 9-12 is being planned as the liveliest and most spectacular idea exchange in gas industry history.

Following are some of the exciting innovations that will be



C. B. Randall is to speak before Accounting Section



R. H. Quayle, Jr., will talk on sales subjects



Annadora V. Shirk will be Home Service speaker



E. Carl Sorby, Roper Corp. vice president, will present Gold Star Cooking Spectacular for the Convention ladies

featured at the 1960 "Festival of Flame":

The 90,000 square foot "Festival of Flame" Exhibit will include 100 manufacturer and gas companies which already have signed up to display their significant new technical developments in gas utilization or the latest equipment used in supplying, transporting or distributing gas.

More than 100 of the latest technical developments in gas utilization will be displayed as working models, live demonstrations or cutaways. Christy Payne Jr. and his Exhibit Planning Committee have carefully screened these displays and have accepted only the ones that are superior in technical newness and which have proven significant since October 1958.

Gas utility companies themselves will exhibit surprising new systems, methods and procedures, tools and special devices they have created and put into action. A. G. A.'s Operating Section has laid claim to the centerpiece of the whole

Exhibit area—some 30,000 square feet of space—and chocked it with the newest equipment and control devices in every area of gas operations. In order to make the gas utilization part of the Exhibit of maximum significance, the committee has adhered rigidly to the rules and regulations, with almost half of the gas utility applicants being turned down.

The latest developments in gas research, outdoor applications of gas, and a festival of handsome New Freedom Gas Kitchens and Laundries will be featured.

The "Festival of Flame" Exhibit will open officially on Sunday, October 9. At 1:30, delegates will meet in front of the Traymore Hotel for a grand parade down the boardwalk to the Exhibit Hall. A 40-piece band will lead the parade, followed by at least 100 rolling chairs for visiting dignitaries and gas industry leaders.

As another new development, the Convention Committee is providing special luncheon and beverage facilities for dele-

(Continued on page 26)



Natural Gas Comes to Alaska

Add Alaska, the 49th state, as the 47th natural gas state.

Residents of Anchorage will begin receiving natural gas by November, 1960, when a new \$17 million pipeline and distribution system goes into operation, according to announcements by the recently-enfranchised local utility, the Anchorage Natural Gas Corporation.

While Alaska has huge natural gas deposits—including extensive untapped resources within the Arctic Circle—only "bottled gas" service has been available to residential and commercial consumers.

Completion of a transmission line approximately 80 miles long by Alaska Pipeline Company will link the state's largest city with wells discovered last year on the Kenai Peninsula. The \$12.8 million 12¾-inch pipeline will have a daily capacity of 71 million cubic feet without compression.

Anchorage Natural Gas Corporation is completing a \$4 million distribution system to serve Anchorage and the Public Utility District of suburban Spenard.

The natural gas strike at nearby Kenai has proved a stroke of fortune for the fledgling Anchorage utility. The company was organized before the discovery, on the basis of plans for serving Anchorage with manufactured gas or a propane-butane mixture shipped in from the West Coast. But the new company kept close watch on drilling activities in nearby areas of Alaska. Therefore, when Union Oil Company of California and Ohio Oil Company brought in a producing well at Kenai in September, 1959, the Anchorage utility was ready. A transmission company was quickly formed, and construction begun almost immediately on the Kenai-Anchorage pipeline. In August, 1960, ditching and

trenching operations were begun in downtown Anchorage for the city's new gas distribution system.

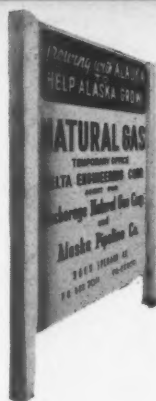
Slated for the first gas service in November are commercial and residential customers in an area of several square blocks in Anchorage's business section. Other sections of the city may expect service soon afterward.

Swiftness with which natural gas service has been brought to Alaska may be judged from the fact that Robert B. Baldwin, president of Anchorage Natural Gas and guiding spirit of the enterprise from the start, made his first visit to Anchorage early in 1959.

Mr. Baldwin, a Houston business man with many interests, knew where he was going when he and his associates came to Alaska. In an interview with the *Anchorage Daily News*, Mr. Baldwin said, "I first became interested in Anchorage's

*Gas 'blowout' on
dramatic moment in
campaign stampedes*

*Kenai peninsula at
franchise election
voters to natural gas*



Clear square in center of photograph shows area of downtown Anchorage scheduled to receive first natural gas service by November. Adjacent areas soon will be added

gas possibilities in the summer of 1958. After studying the estimates of expert geologists and reports on the Anchorage potential we were influenced to come here and investigate the possibility of gaining a franchise."

The group headed by Baldwin was not the first to make proposals for supplying Anchorage with gas. But it was the first to convince the city council that a source of gas was available, that it had the know-how to exploit it, and that it had sufficient financial backing to make the enterprise go.

Okayed by the council, Mr. Baldwin's proposal still had to go before the voters of Anchorage for approval before a franchise could be granted.

By September, 1959, Anchorage Gas Company was in the midst of a franchise election campaign. As if by a master stroke of dramatic coincidence, it was at

the height of this campaign that the oil companies, drilling Alaska's deepest well on Kenai, suddenly announced a blowout at more than 15,000 feet.

Gas flow from the well was quickly ascertained to be more than adequate to supply Anchorage for the next 20 years. This development clinched the election and Anchorage Gas Company shortly thereafter had its franchise with the enthusiastic approval of the town's inhabitants.

The readiness of the Anchorage utility to provide a market for the gas also proved fortunate for the discoverers. As oil company officials told Mr. Baldwin, unless a buyer had been found for their gas, they would have halted further exploratory and development work in the Kenai unit until a market was available. Thus, natural gas development in Alaska would have remained at a standstill.

The existence of the utility was as vital to progress of Alaska's natural gas production industry as the natural gas was to the utility's operations.

Even without natural gas, the people of Anchorage no doubt would have approved the franchise with little hesitation, for delivery of manufactured or propane gas. As Mr. Baldwin's research had previously indicated, the need was there; Anchorage had much to gain from the advent of gas service.

In newspaper display ads, part of the educational campaign conducted by Anchorage Natural Gas prior to the election, these benefits were listed:

Cheaper fuel—over 25% savings in heating costs.

A four million dollar investment in local facilities.

A \$1.5 million direct outlay for construction labor.

Company officers and directors view pipe-laying, construction progress



Robert B. Baldwin, right, is president of new Anchorage Natural Gas Company. General manager is Dale Teel, left



Typical street in Anchorage suburb shows modern homes soon to get gas

A new permanent year-round payroll. \$100,000 a year in local property taxes.

\$15 million for pipeline construction.

Millions of dollars of new investment capital brought into Alaska for industries using gas.

\$1 million additional investment in gas field development.

Many new permanent jobs in new industries.

Reduced cost of living through increased local manufacture at lower cost.

Several million dollars annually in state revenues from natural gas royalties.

In a news release, Mr. Baldwin expanded on these points:

"Besides making a modern fuel available to local consumers," he said, "the availability of natural gas should attract other industries to Alaska and lower the price of many consumer goods to Alaskans.

"At the present time the Alaskans pay out huge sums each year for freight to transport commodities from the south

48 states, which can now be manufactured and processed locally. The availability of natural gas should attract the petrochemical, carbon black and other such industries. . . . Plants could easily be set up locally to manufacture such heavy items as glass bottles which now have to be imported. Other products such as paint, ink, plastics, bricks, cement and synthetic rubber could be processed and manufactured economically in this area by the use of such a fuel. Development of iron deposits and manufacture of products from other mineral resources should now be feasible."

Mr. Baldwin's predictions already have begun to come true. In August, for example, Kaiser Industries Corporation announced that its subsidiary, Permanente Cement Company, would build a \$5 million cement manufacturing plant at Anchorage, to develop local high-grade limestone deposits.

Since the franchise terms called for gas service by the end of 1961, Anchorage Gas Company will be far ahead of

schedule in delivering gas to some customers before the end of this year.

For this, local citizens have to thank not only the enterprise of the company's president and board of directors, but the skill of the management team which they brought together to run the utility.

Executive vice president and general manager of the young gas company is Dale Teel, former assistant general sales manager for the Honolulu Gas Company.

Operations manager is Howard Hole, another Honolulu Gas Company alumnus.

Sales manager Merrill Ely came to Anchorage from Northwest Natural Gas Company in Portland, Oregon.

Comptroller is Merlyn E. Lyons, former assistant treasurer of Honolulu Gas Company.

Vice presidents of the company are Horace B. Webb, Frank Chilson, D. N. Barrow, and Paul F. Robison. William C. Smith, Jr., is treasurer, and S. Eastland, Jr., is secretary.

GAS UTILITY AND PIPELINE CONSTRUCTION EXPENDITURES BY TYPE OF GAS AND BY TYPE OF FACILITY, 1959-1963

TYPE OF GAS AND FACILITY	(Millions)					TOTAL FORECAST 1960-1963	ACTUAL TOTAL 1956-1959
	ACTUAL 1959	1960	1961	1962	1963		
Natural Gas—Total	\$1,677	\$2,180	\$1,864	\$1,844	\$2,300	\$8,188	\$6,415
Production and Storage	224	261	262	263	336	1,122	891
Transmission	692	1,062	655	737	1,001	3,455	2,858
Underground Storage	79	87	131	100	148	466	271
Distribution	600	681	721	668	727	2,797	2,102
General	82	89	95	76	88	348	293
All Other Types of Gas—Total	51	53	54	72	80	259	255
Production and Storage	3	6	6	8	9	29	23
Transmission	2	1	2	3	5	11	8
Distribution	43	43	44	58	63	208	209
General	3	3	2	3	3	11	15
Total Industry—Total	1,728	2,233	1,918	1,916	2,380	8,447	6,670
Production and Storage	227	267	268	271	345	1,151	914
Transmission	694	1,063	657	740	1,006	3,466	2,866
Underground Storage	79	87	131	100	148	466	271
Distribution	643	724	765	726	790	3,005	2,311
General	85	92	97	79	91	359	308

Construction boosted to new high

The biggest construction push in the history of gas utility and pipeline companies is shaping up, with a record-breaking \$2.233 billion being spent in 1960 for new plant and facilities.

The \$23-billion gas industry, currently serving 32½ million utility customers and adding about a million more each year, will top its previous record construction year by 26 per cent. Up to now, the peak was \$1.772 billion in 1957. Last year expenditures approached record proportions with total construction of \$1.728 billion.

The new record probably will not stand beyond 1963, according to an annual study prepared by the A. G. A. Bureau of Statistics. Expansion activities three years hence will probably reach \$2.38 billion. And for a four-year period through 1963, gas companies will invest \$8.4 billion in new facilities, 26.6 per cent more than the \$6.7 billion expended for 1956-59.

Where will the gas industry obtain the billions of dollars needed for improvement and enlargement of facilities? An estimated 39 per cent of the funds will come from internal sources, the study indicates. The remainder will be raised through the sales of securities—45 per cent from bonds and debentures, 16 per cent from common and preferred stocks. These proportions may change depending upon security market conditions.

Transmission systems, carrying natural gas from production sources to the nation's distributing companies, will spend more than a billion dollars for new facilities this year. Major projects scheduled for completion in 1960, as the billion-dollar level is topped for the first time in the pipeline industry, include a \$169 million Texas-California link.

Transmission outlays last year, including the \$160 million Texas-Florida

pipeline completed in mid-summer, were \$694 million. For four years through 1959, pipeline expenditures totalled \$2.9 billion. They will climb nearly 21 per cent in the next four-year period, to \$3.5 billion.

As for distribution facilities to link more domestic, commercial and industrial customers with natural gas service, construction this year is put at \$724 million, up 12.6 per cent over last year's record of \$643 million. The outlook for 1963 is \$790 million, for a four-year total of \$3 billion and a 30 per cent climb over the 1956-59 total of \$2.3 billion.

Another \$354 million is being expended this year for production and storage facilities, compared with \$306 million last year. Approximately \$87 million of this will go for underground storage to help meet peak demands in cold weather. The growing importance

(Continued on page 27)

Houses
are like
people:



You enjoy them more when they're not stuffy!



**NEXT WINTER...relax in "Fresh-Air" warmth
through the miracle of modern Gas!**

There's nothing like the comfy air you get with
modern heating systems to take the fun out of
winter living.

That's why "Fresh-Air" heating, by modern
Gas, adds so much to your family's comfort.
In "Fresh-Air" Gas heating, outside air is
warmed and circulated through your home
as a sweet-smelling flow. Smokes and sooty odors
are all washed away.

"Fresh-Air" is the enemy of colds and green
infections. That's why "Fresh-Air" Gas heat-
ing will add so much to your family's health
as to its comfort.

And you can depend on it, too. Because
Gas is so much more economical, your fuel
bills over the years may well run into the
thousands of dollars.

And you'll fit in for additional savings when
you install whole-house air-conditioning, be-
cause the most air conditioning systems work
for both heating and cooling.

So, for better health, more comfort and
lower costs, ask about the dependable Gas
"Fresh-Air" furnace at your Gas company
or heating contractor today!

American Gas Association

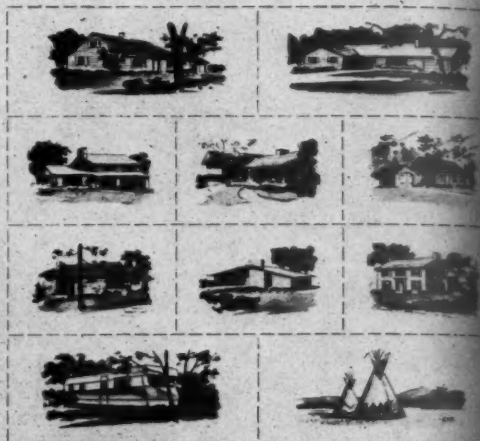


*Install a new
Gas Heating System
Now!*

ONLY GAS  **heats so much better...for less!**

**Read why 8 out of 10 new homes
are heated by GAS...**

America's Most Dependable Fuel!




GAS IS CLEAN! Gas is so clean, you never hear it hum-
bumping, save money in cleaning bills. Gas is nature's
cleanest fuel because it burns completely, without smoke,
without soot, without waste.

GAS IS QUIET! Gas heating is completely automatic.
It starts quietly, heats quietly, turns itself down without
a whisper. Gas heating units have no moving parts. A
thumb, silent flame does the job.

GAS IS DEPENDABLE! Gas is piped directly into
your home... is always at your service. Gas heating units
are safe and simple... do not require extensive servicing.
Nothing can wear out about a quiet, silent flame.

GAS IS ECONOMICAL! Gas is efficient, giving you
maximum heating at minimum expense. Gas heating units
allow heat to flow in the home. Whether you're heating
a new home, or remodeling, see your heating contractor
or Gas company about the benefits of Gas.

American Gas Association

ONLY GAS  **heats so much better
...for less!**

*Aggressive moves to counter heating
claims of competition include regionally tailored
'Saturday Evening Post' ads shown above*

'Heat is on' in new nationwide campaign

Faced currently with a strong promo-
tional challenge to its dominance in
the heating market, the gas industry has
turned around and now is "putting the
heat" on its competitors.

In a situation where some competing
industries have resorted to questionable
claims and dubious ethics in advertising
designed to cut into gas heating sales,
the gas industry now is calling a spade a
spade in ads and promotional materials
calculated to keep the public straight on
the advantages of gas for heating. Fur-
thermore, the ads are being individu-
ally tailored and placed to meet the par-
ticular competitive threat existing in
each region of the country.

Forming the heavy artillery of the
campaign are a series of full-page Sat-

Stale Heat

...and the family life is more comfortable than it was before. The family is more comfortable than it was before. The family is more comfortable than it was before.

economical, your fuel savings over the years may run into thousands of dollars. Get actual figures from your local gas company. And your gas installation will mean additional cash savings if you decide to add whole-house air conditioning.

NOW
is the time to install
a new Gas heating
system!



Gas heats so much better

...with the miracle of modern "Fresh-Air" Gas Heating!



Turn
to modern
living...



WITH GAS HEAT: A CLEANER, MORE COMFORTABLE HOME. Only Gas heats completely. No mud-
... no spot ... no sticky film on your furnishings. Gas heat is direct. **MORE SPACE OF MIND.** Safe Gas heat is
dependable in all weather. No delivery or storage problems. Gas equipment lasts longer with fewer repairs
because the burner contains no moving parts. **LESS COST.** Gas heat runs less in buy, maintain and use. Quick
and inexpensive to convert. Now is the time to see your heating contractor or Gas Company for facts and figures.

More people heat with One than any other fuel because...

ONLY **GAS** heats so much better...for less!

... Day...
... low...
... because the...
... cash in on the...
... day... instal...

...fresh, "Fresh-Air" ...
...in almost every ...
...the years you'll ...
...of economic Ga ...
...20 years ahead!

...a new home of
...present hearing
...the new Can
...of hearing
...of hearing



Prepare Now
for next winter

Install
your new
Gas Heating
System
today!

...so much better...for less!

While positive in approach, stressing the benefits of gas heating, the localized ads at the same time counter competitive claims. For example, in the South, an area being invaded by electric resistance heating and heat pumps, stress is being put on "fresh air" heating with gas. In New England, where oil is the principal

Similarity of theme and treatment has been maintained between the *Post* ads and the TV commercials, to obtain the advantage of mutual reinforcement and greater customer identification from the ads. The same policy is being followed between the *Post* ads, which are non-brand, and the cooperative brand-name

Overall expenditures for the gas heating print advertising alone will be more than \$300,000 for the season. Of this, approximately \$100,000 is being spent for the *Saturday Evening Post* series, and more than \$200,000 for cooperative

Now is the time to install a New Heating Unit!

Before you buy ask the reason why

More people heat with Gas than any other fuel!



Can you find the 9 reasons in this picture?

1. **Comfort!** Gas heating means you can keep your room just the way you want it. Warm, cool, or just right. No more waiting for a fire to start.

2. **Clean!** Gas burns completely. There's no smoke, no ash, no soot like in coal furnaces. No mess, no dirt, no soot on the walls.

3. **Gas heat is dependable!** Always there when you need it. It doesn't stop because of bad weather. You can rely on it for your family's comfort.

4. **The money problem!** No delivery problem! The money is all paid up when you buy the unit. No more waiting for a delivery. You can rely on it for your family's comfort.

5. **Gas heat is quiet!** No noisy radiators, no clanging pipes. It's a quiet, comfortable way to heat your home.

6. **Complete automatic control!** You can set the temperature and forget it. No more fiddling with the thermostat. It's a complete automatic system.

7. **Complete safety!** You can rest easy. Gas heating is safe. It's a complete automatic system. No more worrying about gas leaks.

8. **Longer life!** Gas heating units last longer. They're built to last. They're built to last. They're built to last.

9. **Gas heat is the best!** It's the best way to heat your home. It's the best way to heat your home. It's the best way to heat your home.

ONLY GAS
heats so much better...for less!

brand-name advertising in both consumer and trade publications. Some of the heating ads also encompass gas cooling under the banner of year-round comfort conditioning.

Supporting the expanded advertising is a beefed-up promotion campaign. Materials being supplied through the A. G. A. Promotion Bureau include the following:

"Big Ten" consumer handout book.

"Sales Maker" guide for gas company and dealer personnel.

Full color display.

"Ring the Alarm!" booklet for schools, on fire and its causes (available from the A. G. A. Utilization Bureau).

"Gas vs. Electricity as a Fuel," a reprint from *Air Engineering* magazine.

"Gas vs. Electricity at Shingle Creek School," a reprint from *The Minnesota Engineer*.

"The Angola Report," to be available from the A. G. A. Utilization Bureau in April, 1960.

Zinder Report, "Gas and Electric Service in Multiple Housing," at \$1 per copy to members, \$2 to others.

"Review of the Zinder Report," at no charge.

"Comfort vs. Warmth—Gas vs. Electricity," available after Research and Utilization Conference to be held in April, 1960.

"How To and Who Should Improve House Heating Installations."

Other materials include illustrated articles, cartoon strips and booklets available from the A. G. A. Public Information Bureau, and 24-sheet posters, car cards, and counter cards available at low cost from the Cramer-Krasselt Company, Milwaukee.

Gas companies and dealers are being urged to make full use of these promotional aids and to tie in local promotions with the national advertising. Gas companies also are being encouraged to back the National Warm Air Heating and Air Conditioning Association's Silver Shield program, on which information is being disseminated by the A. G. A. Promotion Bureau. The Silver Shield is a guarantee of satisfaction on a warm-air heating, cooling, or heating-cooling system installation.

Besides the current advertising and promotion campaign on gas heating, a new emphasis is being placed on exhibiting of heating equipment at national

trade shows and expositions. Among such shows to receive increased attention is that of the National Association of Plumbing Contractors. Exhibits at such shows as the National Association of Home Builders and the Home Economics conventions, and the various industrial and commercial expositions, were to receive greater emphasis.

The hard-hitting campaign to maintain the leadership of gas for heating in the result of swift action by the newly-formed A. G. A. Gas Heating Task Force, under the leadership of G. J. Tankersley as chairman.

How fast the Task Force has moved is indicated by the fact that its first meeting was held as recently as November, 1959.

At that meeting, the group unanimously agreed that the competitive threat had become serious, and that additional funds should be made available for gas heating advertising. A number of recommendations, to be put into effect immediately, included adoption of the regional advertising idea, a survey of gas companies to determine local competition, and preparation of appropriate ads and promotion materials. A. G. A.'s advertising agency, Lennen & Newell, was assigned the task of conducting the survey as well as preparing print and TV ads based on the results.

In a progress report issued in April of this year, the Task Force already was able to point to substantial accomplishments. Among these were the raising of approximately \$160,000 of new, additional funds for the campaign, additional support from cooperating manufacturers and the Gas Appliance Manufacturers Association, and availability of new promotional materials. Other steps taken included tie-in with the Silver Shield program, progress toward setting up national insulation standards in cooperation with the Committee of Insulation Manufacturers, and planning of a Round-Table conference on gas heating and air conditioning, in cooperation with *House & Home* Magazine, to be attended by government officials, prominent builders, manufacturers and industry spokesmen. The Round-Table subsequently was held as planned, and will receive extensive publicity through the *House & Home* issue for October.

At a second Task Force meeting in July, further progress was reported and new actions taken, for across-the-board support of gas heating.



Queen of Lakes was world's most beautiful lamplighter

In Minneapolis, gas light is 'the greatest'



Minneapolis Gas Company's massive No. 2 holder, long a landmark in northeast Minneapolis, is now sharing honors with a new company landmark—the biggest gas light in the world.

When the three-million cubic foot four-lift holder is razed next year, Minnegasco's giant lamp will hold the spotlight alone at the busy corner of Broadway and Tyler streets.

The light, 28 feet high with a 1,300-pound, 78-mantle burner head, was placed in service in mid-June alongside a company billboard in front of the 50-year-old holder. It has been named the Aquatennial Gas Light in honor of the Minneapolis Aquatennial, the city's famous summer festival.

Thousands of motorists and pedestrians daily see the big light adding friendly, eye-catching emphasis to the billboard's message, "Go first class . . . light with gas!"

The light was dedicated on June 16 by Queen of the Lakes Gail Nygaard. Other members of Aquatennial officialdom, gas company officials and a representative of the Minneapolis City Council joined in the lamp lighting ceremony. Queen Gail, wearing the tiara of her office and clad in a white, full-skirted formal, ascended the platform

of a hoist and was elevated to the gas light's 10-foot high burner head.

At the wave of Miss Nygaard's wand, the Aquatennial Gas Light leaped to its full, dazzling 13,000 candlepower brightness and officially joined the gas sales promotion roster.

Idea for the big light was born early in 1960 as the joint brainchild of Minneapolis Gas and its agency, Knox Reeves Advertising, Inc.

R. F. Calrow, assistant vice president in charge of advertising, sales promotion and public information, brought the idea to research vice president, M. K. Patterson. Mr. Patterson huddled with utilization engineer, Thomas C. Carson, and master sheet metal worker, Bernhard O. Gagnelius. As far as the trio could determine, nothing like this had been built before, no blueprints or plans were available. They started from scratch and committed the project to paper.

It was decided that the linear measurement would be $8\frac{1}{4}$ times the size of a popular model of outdoor gas light. The final product was a burner head 10 feet, $9\frac{5}{8}$ inches high. Volume measurement is more than 600 times that of the conventional outdoor lamp.

The task of fabricating the light went

to Mr. Gagnelius, a bespectacled veteran who can do anything with metal. From his shop he assembled the main ingredients of the light—94 feet of $\frac{1}{8}$ inch by 2 inch band iron, 58 feet of $2 \times 2 \times \frac{1}{8}$ inch angle iron, 132 square feet of 16 gauge common iron and 13 square feet of $\frac{1}{4}$ inch boiler plate.

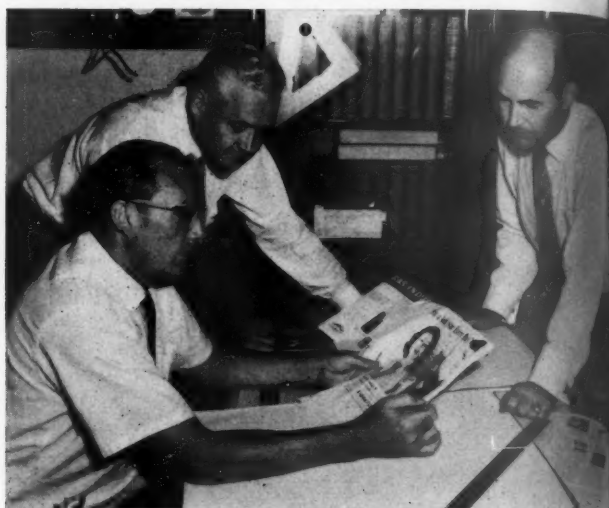
One of the trickiest parts of Mr. Gagnelius' work was keeping the iron perfectly straight. Since iron bends when welded, it was necessary to heat and hammer the sections so there would be no stress on the glass.

Each of the four glass panels measures 63 inches across the top, 34 across the bottom and 65 inches in height. Weight of each of the $\frac{1}{4}$ inch heat treated panes, similar to glass used in fireplace fire screens, is 85 pounds. They are cushioned in their channels by asbestos insulation.

The sleeve on the bottom plate presented another problem. A section of 12-inch main was slit, heated and bent to make room for a piece $2\frac{3}{4}$ inches wide which was welded into place. The enlarged 12-incher then slipped comfortably over the 12-inch main which was the lamp post. It was secured for extra safety with six set screws and

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Gas ads are free (and easy) in co-op promotion



Richard Pennington, GAS INDUSTRIES' art director, left, discusses plans with Associate Publisher Paul Lady, Assistant Editor Gene Masters, right

A new newspaper ad mat service, backed by U. S. Steel Corporation, *Gas Industries* Magazine and the A. G. A. Promotion Bureau, is being offered to gas utilities and appliance dealers.

Under the new service, gas companies and dealers are able to obtain A. G. A. ad mats free for the first time. Present plans call for the mats to be offered by U. S. Steel on a monthly basis through the editorial pages of *Gas Industries*. Ads for every gas appliance are to be made available at least once each year.

The program is being conducted with the full endorsement and support of A. G. A.'s Promotion Committee.

U. S. Steel, which lists several appliance manufacturers among its customers, has agreed to prepare the gas industry newspaper ads and produce mats for local use.

Through its advertising agency, Bat-ten, Barton, Durstine & Osborn, Inc.,

the steel company is preparing the layouts for the newspaper appliance ads. Art and copy are being based on A. G. A.'s 24-sheet posters and displays wherever practical, so that utilities using A. G. A.'s poster-display-ad mat package obtain a fully coordinated advertising and merchandising program.

The U. S. Steel layouts are submitted to the A. G. A. staff and to the Promotion Committee for approval, after which final ads are turned over to *Gas Industries* Magazine.

Gas Industries is devoting a full page of its editorial space to the new service in each monthly issue, according to William O. Dannhausen, associate publisher.

The magazine reproduces the U. S. Steel newspaper ad in full size. With the ad, *Gas Industries* shows one or two smaller art elements prepared by U. S. Steel, with which gas companies or dealers can change the layout according

to their own preferences or local requirements.

Included in the magazine is a brief description of how the ads may be used or changed, and a coupon which, when filled out and returned to *Gas Industries*, will entitle the sender to a full set of mats supplied free by U. S. Steel.

The set will include four-column and two-column reproductions of the ad shown in *Gas Industries*, and a set of supplementary art elements.

The program was initiated in the August issue of *Gas Industries* with a Gold Star range ad. In the package offered by U. S. Steel were four-column and two-column range ad mats and supplementary mats of non-brand gas ranges.

Gas utilities or dealers who use the Gold Star mats may incorporate brand names, prices, sale dates and other information in the ads. Instructions on how this can be done were to be printed

Gas Industries Magazine offers ad mats on every major gas appliance to members without cost



in *Gas Industries Magazine*. Also, since most gas range manufacturers supply either photos or mats of their own products, the A. G. A. ads can be converted to brand name ads with no difficulty.

U. S. Steel, *Gas Industries Magazine*, and the A. G. A. Promotion Bureau are making every effort to offer ads on specific appliances just prior to the time the majority of utilities will be promoting those appliances. The August Gold Star ads, for example, were to be followed by dryer ads in the September issue of *Gas Industries*. Ad mats for the gas industry's Christmas campaign have been scheduled for the October issue.

However, Philip E. Arnold, Chairman of A. G. A.'s Promotion Committee, suggested that utilities and dealers send for ad mats when they become available, even though publication of the mats does not coincide with their own local campaigns.

"The mats can always be held until

they're needed," Mr. Arnold pointed out.

A. G. A.'s mats formerly cost utilities up to \$5.00 for a four-column single-color ad and up to \$4.00 for a three-column ad. The free mat service initiated by U. S. Steel and *Gas Industries*, plus the adaptability of the ads to local campaign themes, will result in much greater demand for the mats than ever before, it is believed.

A. G. A.'s Promotion Bureau is planning to publicize the ads in bulletins accompanied by reprints of the *Gas Industries* articles. These bulletins are to be mailed periodically to sales managers, advertising managers and promotion managers of all member companies.

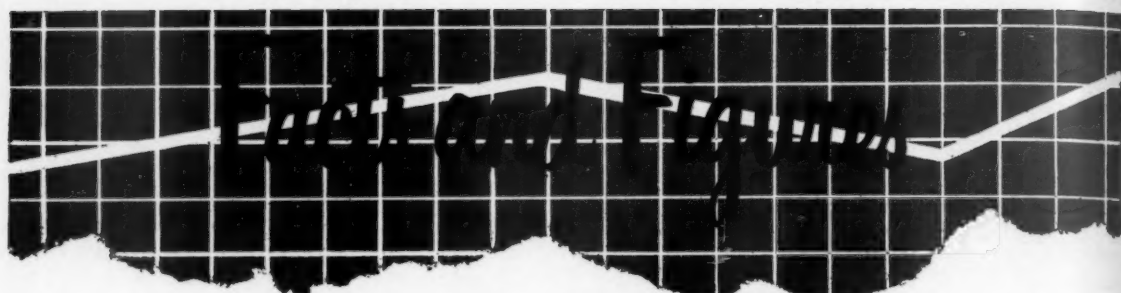
In addition, the mats will be promoted by *Gas Industries Magazine* as well as by the A. G. A. Promotion Bureau. Some 11,000 dealers and 2,300 distributors will read about A. G. A.'s newspaper ad mats in *Gas Industries*,

along with about 8,630 gas utility representatives and 1,500 manufacturer personnel. Thus, the ad mat program will reach a much wider audience than that covered by the A. G. A. Promotion Bureau's bulletins, which alone publicized the former ad mat service. It should be noted that the mats could never before be made available to dealers except through utilities which offered them to selected dealer lists.

The new program will result in a sizeable saving to A. G. A., which had to underwrite most past suppliers of ad mats.

U. S. Steel, America's largest steel producer, has cooperated with the gas industry on several occasions in the past, notably on its "Operation Snowflake" White Christmas promotions and on several appliance campaigns. The ad mats prepared by U. S. Steel for the present service will include a small

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Prepared by A. G. A. Bureau of Statistics

Total operating revenues of the investor-owned gas utility and pipeline industry continued to forge ahead in the 12-month period ended March 31, 1960, and recorded a new high of \$8,161 million, up 14.8 per cent from the comparable 1959 figure of \$7,110 million.

Operating expenses rose 15.9 per cent to a total of \$5,560 million. Depreciation, retirements, depletion, and amortization charges of \$535 million were 8.7 per cent greater than last year's. Total tax accruals crossed the billion dollar level for the first time, at \$1,019 million, an increase of \$139 million or 15.8 per cent higher than one year ago. Federal and deferred federal income taxes, currently accounting for 58.7 per cent of the total tax dollar, increased \$77 million or 14.8 per cent over the comparable 1959 period. All other taxes showed a gain of \$62 million to \$421 million, up 17.3 per cent from the 12 months ended March, 1959. The combined operating revenue deductions of \$7,114 million were \$946 million higher than in the comparable period a year ago, for an over-all gain of 15.3 per cent.

The resultant net operating revenue also attained the billion dollar level for the first time at \$1,047, showing an 11.2 per cent gain over the comparable period in 1959.

Sales of gas to ultimate consumers during the month of June, 1960, were 6.0 billion therms or 3.8 per cent greater than the sales of last June. Sales to industrial users showed a decline from the comparable period last year for the third consecutive month, while the Federal Reserve Board's index of industrial activity remained unchanged from last June. Sales to residential, commercial, and other consumers increased by 17.6 per cent and accounted for 34.0 per cent of total sales to ultimate consumers as

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SALES OF GAS AND ELECTRIC RESIDENTIAL APPLIANCES DURING JUNE, 1960

(WITH PER CENT CHANGES FROM THE CORRESPONDING PERIOD OF THE PRIOR YEAR)

	June		May		First five months of 1960	
	Units	Per Cent Change	Units	Per Cent Change	Units	Per Cent Change
RANGES (including built-ins)						
Gas	167,200	- 2.2	142,700	-11.0	763,100	- 4.4
Electric	126,200	-16.6	117,600	-11.8	657,700	- 5.7
WATER HEATERS						
Gas	256,200	+ 2.5	201,700	-15.7	1,095,500	-15.2
Electric	58,300	-27.7	55,300	-23.5	292,900	-17.8
GAS HEATING—total	107,715	- 7.2	83,770	- 7.2	397,068	- 4.2
Furnaces	82,600	- 9.0	66,700	-10.3	315,000	- 8.2
Boilers	14,815	+ 0.3	9,270	+ 2.9	43,668	+10.8
Conversion burners	10,300	- 1.9	7,800	+13.0	38,400	+20.0
OIL-FIRED BURNER INSTALLATIONS	36,089	-18.6	41,927	- 7.0	209,618	+ 2.3
DRYERS						
Gas	22,903	- 0.3	24,235	+66.2	147,363	+ 1.9
Electric	42,047	-12.1	29,465	- 5.9	270,145	- 7.5

Sources: Gas Appliance Manufacturers Association, National Electrical Manufacturers Association, "Fuel Oil and Oil Heat," and American Home Laundry Manufacturer's Association.

GAS SALES TO ULTIMATE CONSUMERS BY UTILITIES AND PIPELINES DURING JUNE, 1960

(MILLIONS OF THERMS)

	Month of June			Twelve Months Ended June 30		
	1960	1959	Per Cent Change	1960	1959	Per Cent Change
Natural gas	6,001.3	5,782.6	+ 3.8	87,970.7	81,947.2	+ 7.4
Manufactured and mixed gas	119.8	114.7	+ 4.4	2,307.2	2,411.4	- 4.3
Total gas	6,121.1	5,897.3	+ 3.8	90,277.9	84,358.6	+ 7.0
Residential, commercial and other	2,083.4	1,771.6	+17.6	45,419.3	41,107.4	+10.5
Industrial	4,037.7	4,125.7	- 2.1	44,858.6	43,251.2	+ 3.7
June indices (1947-1949 = 100)						
Total gas sales (A. G. A.)	264.3	254.7	+ 3.8			
Residential, commercial and other (A. G. A.)	264.4	224.8	+17.6			
Industrial (A. G. A.)	264.3	270.1	- 2.1			

PERTINENT BUSINESS INDICATORS, JUNE, 1960

(WITH PER CENT CHANGES FROM THE CORRESPONDING PERIOD OF THE PRIOR YEAR)

	June			May		
	1960	1959	Per Cent Change	1960	1959	Per Cent Change
Industrial activity, F. R. B. (1947-49 = 100)	166	166	0.0	167	166	+ 0.6
Consumer prices (1947-49 = 100)	126.5	124.5	+ 1.6	126.3	124.0	+ 1.9
Housing starts, non-farm (thousands)*	127.8	152.0	-15.9	128.4	154.3	-16.8
New private construction expenditures (\$ million)	3,392	3,523	- 3.7	3,168	3,287	- 3.6
Construction costs (1947-49 = 100)	183.1	177.9	+ 2.9	182.5	175.4	+ 4.0

* New series.

Incineration sales portfolio offers ideas, case histories

A comprehensive portfolio on *Industrial and Commercial Gas Incineration* has recently been made available to the gas industry. Not a special promotion piece for an immediate sales campaign, it is a complete and informative file whereby gas companies can pursue a continuing sales effort in this rapidly growing field of gas utilization.

Industrial and commercial incineration offers a high load factor and favorable rates. It is estimated that the smaller incinerators will consume about 50,000 Btu per hour with an average use of three hours per day.

A quick glance at the portfolio will inform readers of the vast potential market for industrial and commercial incinerators. Practically every establishment doing business has some type of waste to be disposed of. For example, shopping centers and super markets have

a tremendous amount of waste and in many instances not only is there a fire hazard but a storage problem until this burnable waste can be carted away.

With increasing costs of waste removal and attending uncertainties of collection, the gas-fired incinerator will usually pay for itself in a surprisingly short period of time. Case histories set forth in the portfolio material can be used to convince a prospect in any business.

A complete outline of incinerator data and other material equips the utility salesman with all the necessary sales tools, information and background material to make an intelligent presentation. It points out the broad market possibilities, the need for incinerators, the steps to take in preparing an oral or written presentation, and how to select the proper equipment. There are several suggestions for dealing with municipal

authorities on codes, regulations, and air pollution.

Suggestions are included for the promotion of incinerator sales by means of workshops for architects, builders, local fire, building, health and air pollution officials. Cooperative demonstrations with incinerator manufacturers also are suggested. For direct mail solicitation there are two 4-page suggested letter forms.

The generous supply of manufacturers' literature, together with the tables of waste classification setting forth volumes and weights of various types of wastes, round out the fundamental knowledge required in the pursuit of industrial and commercial incinerator sales.

Extra copies of this portfolio may be obtained by writing: Commercial Promotion Bureau, American Gas Association, 420 Lexington Ave., New York 17, New York.

"Philadelphia? I was there once, but it wasn't open." So goes one of a string of jokes about the quiet City of Brotherly Love. Not surprisingly, some of the tranquil charm of that famous city is reflected in the personality of Edith Finch, librarian of A. G. A. Born and raised in Philadelphia, she has spent most of her life there.

Edith came to A. G. A. in November, 1958, to take charge of the 40-year-old A. G. A. library, which consists of about 4,000 volumes, 400 current periodicals, and almost 150 drawers of pamphlets. For 13 years head of the Business Library of Temple University, she had before that served with the U. S. Budget Bureau in Washington, D. C. She is a graduate of the University of Pennsylvania and holder of three degrees, including one in library science.

A large part of her task is that of selecting publications to be requested or purchased for the library. To keep *au courant* she attends staff meetings and reads extensively. She also supervises classification of materials.

A major portion of any librarian's job is answering inquiries. In Edith's case, these may come from the A. G. A. staff, member companies, financial firms, and such outsiders as

people in advertising and management, students, and representatives of foreign gas companies. About 20 per cent of all the questions asked emanate from non-Association sources.

In an effort to be of greater service to the libraries of member companies, Edith currently corresponds and cooperates with 42 of them. Since she joined A. G. A. she has expanded the library's collection (mainly of gas technology) to include more volumes on economics and management.

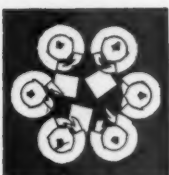
She and her husband live in an apartment in Brooklyn, N. Y. "But we are looking for a true garden apartment," Edith says. Her gardening hobby, which flourished at the former Finch home near Philadelphia, has been stifled by city dwelling. Distinctly impervious to Manhattan's flimsier charms, she appreciates working with the soil more than viewing first-run films.

Well-traveled and well-read, she is the wife of a Francophile. The Finches devote most vacations and most of the budget to European travel. (She has been abroad six times.) In off-duty reading she prefers Dickens and Virginia Woolf but is currently doing battle with *Les Misérables* in the original French.

Meet your Association staff



Edith W. Finch



Industrial relations round table

Prepared by
A. G. A. Personnel Committee

Edited by W. T. Simmons
Assistant Personnel Manager
Philadelphia Electric Co.

● **How to salvage wasted time**—In the issue for May, 1960, of *Today's Health*, Alfred Balk stated that the one thing that everyone has plenty of these days is lack of time. Yet some people manage to get more out of these 1,440 minutes a day than others. How do they do it? The secret lies in saving seconds of time, not chunks. It lies in being able and willing to do two things at once. New ways of doing old things can also save time. If you gave thought to the many routines you now do by habit, you could probably find ways of doing them more quickly. Delegate work, and use timesaving equipment when you can. Time is worth more than money; don't waste it doing things that others can do better, more efficiently, and less expensively. Finally, Mr. Balk suggests we quit stalling. Getting ready to do things is the greatest time-consumer in the world. If a task seems too formidable, break it into pieces, and do one piece at a time. If you can't get started on one thing, put it aside, and do another. Stalling is a costly habit; it not only wastes time, but also destroys motivation.

● **Harnessing the magic power of praise**—Louis E. Bisch, M.D., stated in the issue for June of *Your Life* that human beings not only desire praise but need it. This is because everybody has an ego—a longing for approval and recognition. However, praise should not be given offhand or when it is not deserved. It should be discriminating and intelligent. No one is more aware of undeserved praise than he who receives it. Praise should be intimate and sincere. Some people worry that praise is "softening." Dr. Bisch reminds us it is important to remember that genuine praise carries with it much more than the mere words used; it denotes interest, warmth, closeness, and understanding. To praise another is to enhance one's own ego; in a sense you rise above that person. You assume knowledge concerning what you praise, and it makes you feel good. So don't be parsimonious about praise; but don't be too lavish with it, either.

● **Bonus based on year's profits may not be prorated as sick pay**—A bonus based on an employer's profits for an entire year may not be prorated to attribute a portion of it to a period of an employee's absence from work because of sickness, the Internal Revenue Service has ruled. The bonus plan makes no reference to periods of absence from work.

IRS does not consider a bonus payment under this plan to be paid pursuant to a wage continuation plan within the meaning of section 105(d) of the code and does not constitute an amount that may be excluded from gross income under that section. The service explains:

"Bonus plans of the type here involved represent primarily a reward for the employee's contribution to the employer's successful business operations and are more properly attributable to work performed than to periods of absence."

● **You, the company, and the boss**—E. M. Jennings in the issue for May of *Nation's Business* stated that recent studies show that executives achieve emotional maturity in their jobs only when they master the diverse pressures exerted on them by their superiors and by the organization they work for. These pressures are complex and inconsistent. The company demands a "team man" with unswerving loyalty and devotion to company goals. The boss demands loyalty, too, but to himself and his personal goals and aspirations; he displays a fatherly expectation of obedience, respect for his status, submissiveness, and devotion to his best interests. The executive who is unable to cope with these often conflicting demands upon him is subject to the emotionally untenable position of playing two roles at once or of withdrawing to the equally untenable position of passive neutrality. The only practical solution of the dilemma of the corporate "triangle" is for the junior executive to attain influence and authority in his own right. He can do this by serving the interests of organization and boss in ways they have not envisioned. By personal innovation he assumes a more dominant position in the triangle and achieves a vital and healthy sense of his own creativity and importance.

● **Ten ways to end boredom**—In the issue for September of *Journal of Lifetime Living* appears an article concerning how to fill time on your hands with pleasure and purpose. Here are some ways:

(1) Join a club. If you belong to one now, join another that is more social. (2) Volunteer. Social service organizations need workers. You will meet congenial people and have fun doing a worthwhile job. (3) Get into politics. You don't have to run for office. Lend a hand. (4) Use your hands. Craftwork is absorbing and relaxing. It is a good antidote for tensions. (5) Make music. It's never too late to learn an instrument, regardless of your musical I.Q. (6) Enter contests. Even if you win nothing, you can have fun competing. (7) Study a new subject. Take a course in something, or make a study project of your own. (8) Entertain. People who love having other

people around them are seldom bored. (9) Help children. Working with children in a school or hospital is a good way to stay young and appreciate life. (10) See your town or city. The world directly around you is not as familiar as you think. Learning to know it better, discovering the unexpected in familiar places, is one of the best ways of all to escape boredom.

● **Arbitration decisions**—Arbiters won't substitute judgment, uphold discharge—Arbiter Al T. Singletary, writing the majority decision of a three-man board of arbitrators, decides that a discharge must stick under provisions of the contract between American Cyanamid Company's Frontier Plant and Local 4-603 of the Oil, Chemical, and Atomic Workers.

The company discharged a laboratory employee for having entered fictitious results of chemical analyses he omitted to make. The union contended the discharge should be reduced to a disciplinary layoff. There was not a dispute between the parties about the employee's failure to make the analyses, and he admitted his offense as charged.

In extenuation, the employee pointed out that he was new on the job, that he had too much work to do, and that from analyses he had made he figured the fictitious data were close enough for the company's purposes. He claimed not to know the major importance the company attached to this assignment.

The company declared that the purpose of the analyses was to get data from which it would project its future operational methods and that it was highly important the data be as accurate and as complete as was possible within the limits of human endeavor. It further claimed the grievant was a fully trained and experienced laboratorian and fully aware of his job responsibilities. In that setting, it maintained that his conduct was intolerable and fully merited discharge.

The union sought mitigation of the discharge on the basis of family problems that caused a nervous condition in the grievant requiring medication. It also urged that although the employee had been in the plant five or six years, he had been on this work only two months, one of which was a training period.

The clause of the contract specifying the authority of arbitrators concludes with this sentence:

"The decision of the company in matters involving discipline and discharge shall be reversed only if it is found that the company acted without just cause."

The company relied on this language in insisting that the arbitrators could not mit-

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*Courts find depreciation of an intangible
for tax purposes poses knotty legal and economic problems*

Do rights-of-way depreciate?

By CARL D. OSTERHOLM
Northern Natural Gas Co.

In a recent Eighth Circuit Court opinion, it was held that a pipe line company had the right to depreciate or amortize its investment in transmission lines right-of-way. In the majority opinion it was found that since exhaustion was taking place there should be an allowance. The case was remanded to the District Court for determination of the amount of the deduction to be allowed. There was one dissent.

The background of the case was that transmission line rights-of-way had been acquired under easements which, by their own terms, expired when the company no longer operated and maintained the pipe line. The Commissioner of Internal Revenue had disallowed depreciation on the ground that the investment in rights-of-way was an intangible and the life of the easements was indeterminate. The District Court agreed with the Commissioner. Rights-of-way on gathering lines to wells and fields were not at issue.

A reading of the regulations which seek to interpret the law, together with the facts in the case, gave rise to the controversy. The first sentence of the regulations stresses the requirement that to be subject to a depreciation allowance the use of intangibles in the business must be definitely limited in duration. A later sentence points out that if such use is for only a limited period, the length of which can be estimated from experience with reasonable certainty, the intangible asset may be the subject of a depreciation allowance. The intervening sentence, however, states that if the use of the intangible assets in the business

is not definitely limited, these assets will not usually be the proper subject of such an allowance.

In the District Court, voluminous evidence as to the amount of gas reserves at the end of each of the taxable years involved, together with the amount of annual withdrawal from these reserves, was presented. From this a "reserve life index" was computed at the end of each taxable year. Evidence was also presented that the pipe itself had a probable physical life in excess of the life of the gas reserves to which it was connected, so that for all intents and purposes the rights-of-way had the same economic life as the pipe and that this was limited to the period during which the gas reserves could be economically transported to the markets. Depreciation was claimed at a composite rate on the entire group of operating properties, including pipe, compressor stations, etc., and it was contended that the Commissioner erred in segregating rights-of-way from the group and in denying depreciation on it.

The problem of determining a proper provision for depreciation of natural gas properties is not a matter of exact computation, but rather is a matter of judgment which requires careful consideration of the economics of a very complicated business dealing with an exhaustible commodity. Among the causes which must be given consideration are wear and tear, decay, action of the elements, inadequacy, obsolescence, changes in the arts, changes in demand, requirements of public authorities and the exhaustion of natural gas reserves.

Prior to and during the taxable years involved the taxpayer had experienced substantial growth in its markets. In order to provide for this growth new gas supplies had to be obtained, new

lines had to be laid to tie in such supplies to the system, system capacity had to be expanded frequently by the installation of additional parallel or loop lines and new pipelines had to be laid to connect new markets. All this required substantial additional investments in property, including new rights-of-way. Since the additions to gas reserves were related to the expansion of system capacity and markets, and accordingly had a limited effect on extending the gas reserve life index of the company, a complex picture resulted in which the relationship between the rate of recovery of remaining undepreciated cost and the rate of consumption of owned or controlled gas reserves was not constant. On the contrary this relationship was dynamic, changing from year to year and presenting a source of concern to management annually.

To determine a proper rate of depreciation, there had to be a sensible relationship over a period of time and, if at any time there were substantial deviations, the reasons for them had to be known and evaluated. In the event a basic change occurred which affected the economic life of the enterprise, the depreciation rate would, of course, need to be corrected.

An over-all reasonable relationship between the rate of exhaustion of owned and controlled gas reserves and the rate of recovery of investment in operating properties, including rights-of-way, during the years at issue was shown and the District Court in its opinion said,

"Natural gas is an irreplaceable natural resource. It is recognized that the production of natural gas must result in its depletion and eventually in the exhaustion of the supply. * * *

"There is no question, from what has

been stated, that the taxpayer's rights-of-way are, in some manner, undergoing exhaustion. * * *

"* * * Should our inquiry be limited to a consideration of the reasonableness of the rate of depreciation, this Court would not hesitate to say that the taxpayer has gone a long way towards establishing its case.

"* * * However, the principles ordinarily permitting an allowance for depreciation (presuming an exhaustion is occurring) may be rendered inoperative by the character of the asset thereby removing them from the category of depreciable assets. * * *

"To sharpen the issue, an intangible asset is by law depreciable when the period over which its full exhaustion will occur is definitely limited, permitting partial exhaustion to be ascertained. * * * The conclusion follows: it is not enough that the taxpayer show property to be undergoing exhaustion as a basis for claiming a depreciation allowance. The taxpayer must show as well that it is undergoing exhaustion in a definitely limited (i. e., necessarily ascertainable) period of time. * * *

"* * * We must be shown a fixed time when the property would be rendered useless. * * *

The court also noted that the company had carried on a continuous search for, and acquisition of new supplies of gas and that it appeared to maintain about a 20-25 year supply at any given time. It observed that whatever the reasons for maintaining the supply at this level, they did not appear to stem from a national scarcity of the resource. Accordingly, it held that rights-of-way are distinguishable from operating property

as an intangible. In interpreting the regulations previously cited, it held that the life of rights-of-way could not be so definitely limited in duration as to be the subject of an allowance at this time, but stated that at some time in the future when gas supplies which are presently available become definitely limited in amount and abandonment can definitely be anticipated, the requirements of the treasury regulations now found unsatisfied will be met and an allowance could then be taken.

The regulations ruled on by the District Court interpret Section 23 of the Internal Revenue Code of 1939. That section provides:

"DEDUCTIONS FROM GROSS INCOME.

"In computing net income there shall be allowed as deductions:

"(1) Depreciation.—A reasonable allowance for the exhaustion, wear and tear (including a reasonable allowance for obsolescence)—

"(1) of property used in the trade or business, or

"(2) of property held for the production of income."

The majority opinion in the Circuit Court stated that the District Court's opinion was too narrow an interpretation of the law, that the lower court had found that the rights-of-way were in some manner undergoing exhaustion and that the law stated that under these circumstances a deduction "shall" be allowed. "Shall" is ordinarily the language of command.

The Court also observed that the statute itself makes no distinction between tangible and intangible property and that all that was required was that the deduction be reasonable in amount. The statute contains no provision requiring that exhaustion must be capable of measurement with any specified degree of definiteness or certainty and that a reasonable approximation of an amount that fairly may be included in the accounts of any one year is all that is required. In determining the amount that is reasonable, such determination should be made upon conditions known to exist at the end of the tax period for which the return is made. The Circuit Court noted that Congress had not prescribed any special standards to be considered in the depreciation field and the Court, therefore, believed that evidence which was sufficient to establish reserves and reserve life for depreciation purposes in proceedings before the Federal Power Commission and the Securities and Exchange Commission and also for general purposes should afford sufficient evidence for tax purposes. The Circuit Court remanded the case to the District Court for determination of the amount of the deduction to be allowed.

The concurring opinion points out that the law, the regulations cited and additional regulations dealing with the determination of the contents of mines and oil and gas wells, when taken together, produce the following criteria which were applied to determine the right to a deduction for depreciation of the intangible rights-of-way and which may well have application to other intangibles:

"(1) that they be acquired through a capital outlay; (2) that they be used in the trade or business; (3) that they be 'definitely limited in duration,' or 'of value * * * for only a limited period,' i. e., exhausting; (4) that this period be capable of estimation from experience; (5) that the period also be capable of estimation with reasonable certainty; (6) that the determination be upon conditions known to exist at the end of the taxable period; and (7) that the estimate be made according to the method current in the industry and in the light of the most accurate and reliable information obtainable."

The decision points out that the statute makes no distinction between tangibles and intangibles and accordingly the regulations may be susceptible of too narrow an interpretation if not read in the light of the statute.

Northern Illinois aids students for fourth year



John M. Stalnaker (r.), president, National Merit Scholarship Corporation, and Marvin Chandler, president, Northern Illinois Gas Co., Aurora, Ill., congratulate scholarship winners Walter Hadcock (l.) and Thomas Miller. The company awards yearly two four-year scholarships (amounts vary with needs as determined by NMSC), plus grant equal to tuition to college of each winner's choice

Five steps to safety:

Boston's 10-year fight

By EARL H. EACKER
President
Boston Gas Company

Utility companies or any management seeking to cut down industrial accidents will be interested in the safety program of Boston Gas Company, which rang up one of the country's outstanding records in accident prevention in 1959.

Here is Boston Gas' record for the year:

1. A 1.98 accident frequency rate, 75% below the national average of the gas industry and 80% below the average of industry across the nation.

2. Only eight lost-time accidents among 1,900 employees over the entire year.

3. An impressive stretch of over 2,000,000 consecutive man hours without a lost-time accident in 1959. (This record was extended into 1960 to 2,609,963 man hours without a lost-time accident.)

For Boston Gas these statistics made 1959 the company's safest year and won it regional and national awards. But 1959 was not a "one shot" performance, for 1958 was the company's safest year in its time . . . and so was 1957. In fact, Boston Gas has registered a continuous improvement in its accident frequency rate each year over the last decade. Today the company has one tenth the number of accidents it had ten years ago.

These facts are evidence of a strong program moving steadily ahead on the right track toward minimizing employee accidents. What's more, the continuous reduction has come about while the com-

pany's operations have expanded considerably.

Safety program re-designed

How is it done?

What is management's part?

Who should be responsible for safety?

C. L. O'Reilly, manager of the company's safety and legal services department and president of the Massachusetts Safety Council, explains Boston Gas' approach to safety this way:

"You have to go back about ten years to trace how our safety effectiveness really got started. In 1950 our safety record was nothing to be too proud of. We had an accident frequency rate that year of 19.06 and we had 67 lost-time accidents.

"While we have always felt that safety is of prime importance, we had to look for better measures to cut down this rate. The problem was to get over to all employees that we were sincerely concerned about their individual health and safety, that we believed any job could be done safely, and that we would show them how and help them to prevent accidents. The problem was complicated by our multi-plant organization, with 1,900 employees spread out over a 400 square mile distribution area. To do the job we re-designed our safety program with five major factors as the framework."

Factor 1—Management backing

First step toward improved safety at Boston Gas was the complete backing and cooperation of management and union. As leaders in the program, they have both a legal and a moral obligation to see that the work is established and properly executed. The endorsement and

active participation of the president of Boston Gas Company, through communications media and personal appearances at safety functions, give emphasis to employees that safety is to be conducted on a "businesslike basis" and is just as important as any other operating function of the company. This type of active interest and leadership is a prerequisite to the success of the safety effort. Another important factor was the working cooperation of union with management to make safety an important part of every employee's job.

Factor 2—Safety responsibility

At Boston Gas, employees are made to realize that safety is not the function of one specialist or group but an important part of everyone's job. Each employee is encouraged to believe that it is important to work safely as well as skillfully. Each supervisor or foreman is made directly responsible for the safety of the men under him. It is his duty to see that safe work methods are used on the job, that safety messages are properly transmitted from the men to management and vice versa. In this way safety is carried out through regular operating channels and is a regular operating function of the company. Each supervisor is also made to realize that he will be held strictly responsible for any preventable accident.

Factor 3—Conference method

To demonstrate this responsibility to each employee and supervisor, a detailed conference and committee organization was established.

Small departmental meetings under foremen and supervisors are held at least once a month. Over 500 of these



R. A. Chadbourne, right, Associated Industries of Massachusetts, presents grand trophy in safety contest to E. H. Eacker and C. L. O'Reilly, left, Boston Gas Company

are scheduled during the year. Each employee is required to attend. By keeping the meetings small and using a "conference" rather than a "lecture" method, employees have a chance to participate.

Attendance requirements have led to the creation of "tailboard conferences" where supervisors take the safety classroom to men in the field who cannot attend inside classes. For instance, a street division crew at Boston Gas working in an area some distance from the plant will take time out from the job to hold a safety meeting at the work site. These meetings often deal with safety factors applying to the immediate job.

To guide and assist the safety conference program, there are general plant committees made up of department heads and supervisors. They screen suggestions, survey ideas, develop techniques and establish class procedures.

Coordinating the program at the top is an executive board made up of three or more members of upper management who meet once a month to discuss safety problems, ideas and techniques.

Close contact is kept between the advisory board and the departmental meetings.

Factor 4—Good safety administration

Essential to the effectiveness of the program is good investigation, record-keeping and follow-up on any safety suggestion, accident or hazard.

Each accident is carefully investi-

gated by an accident investigating committee and a detailed report prepared. These reports usually cover the history of the injured person, description of the accident, statement of injured person and witnesses, findings of the committee, responsibility and recommendations for prevention of similar accidents. Such reports are the practical building blocks for accident prevention. They provide valuable information and subject matter for safety meeting discussions.

The same careful detailed handling is given to safety suggestions and reports of potentially dangerous conditions, equipment or work methods. This good administration further serves to demonstrate that management is in earnest about safety.

Factor 5—Safety materials

Prompt and efficient use of all available safety materials is a basic commandment of the program. National Safety Council reports and safety publications are circulated and posted. Slogans have been adopted and posters have been put up to give safety prominence in the plant. Red Cross first aid courses are encouraged and instructors brought in to demonstrate before classes. Employee publications, safety magazines and other media are used for periodic reports and safety messages. Good housekeeping at the plant and in the home is emphasized. No excess

material, waste or otherwise, is permitted during work and the job is not complete until all such material is properly disposed of.

Through this type of effective programming and through the efforts of the employees themselves in making the company a safer place to work, Boston Gas effectively whittled down its accident frequency rate year by year.

But the real pay-off started to come in 1955 when Mr. O'Reilly introduced an effective competitive interest. This was the highly successful President's Safety Trophy Award Contest. The company's departments and divisions were divided into five teams to compete annually for an award known as the "President's Trophy." This award goes to the team making the greatest improvement on its safety record against accidents as averaged over the past three years. The President makes the award presentation at an annual safety dinner for the members of the winning team each year. The names of two members of the team are drawn to represent the team at an all-expense paid trip to the National Safety Council Conference held yearly in Chicago. It is noteworthy that each team within the contest has won the trophy once in the five years the contest has been running. Most important, however, is that the accident frequency rate has dropped a full 13 points in the last five years.

In outside recognition, Boston Gas has received three separate safety awards from the Associated Industries of Massachusetts, the National Safety Council and the American Gas Association for its outstanding record in 1959.

This achievement by its employees in accident reduction verifies management's feeling that every operation of the company can be performed safely. Good results are being continued in 1960. As a case history, Boston Gas Company is an example of how the philosophy of "Freedom from Accidents" can be put into practice.

Statistical Record of Improvement

Year	Frequency Rate
1950	19.06
1951	18.21
1952	17.37
1953	15.95
1954	15.11
1955	12.78
1956	10.28
1957	9.37
1958	3.65
1959	1.98

*The answers to clever slogans of competition
lie in the practical reasons why gas is still the best*

A thinking man's heating system

BY D. F. HANSEN

Minneapolis Gas Company

In the past few years we have seen a newcomer make a strong bid for the domestic heating market via the medium of mass advertising. This newcomer, the electric industry, needs an outlet for excess winter generating capacity. House heating is clearly the target.

Electric's promotion for this load is most interesting. Their headlines read that electric heat is here now, as if it were a brand new discovery. A recent advertisement in *Life* magazine further extolled the benefits of electric heat as follows. First, it is supposed to give clean heat. After all, there are no fumes, no soot, and flameless electricity just can't make dirt. Secondly, they say it is safe heat because there are no flames, and no fuel to leak or store. Thirdly, they claim room by room control gives benefits as there is no waste. You put the heat you want when and where you want it. Finally, they say all this costs less than you think. Over half a million families have already taken the plunge. Because of these claims, they urge us to consider electric heat if we are planning to build, buy, or modernize, since it is such a logical step in modern living. Then they wrap it up with a beautiful slogan which implies we are struggling through life with less than the best unless we "live better—electrically."

First, I want to answer briefly their

claims. As to cleanliness, the only system that might be dirtier would use coal. Oil and gas vent combustion products directly out of the house and do not contribute fumes or soot. Besides, the combustion products of gas—carbon-dioxide and water vapor—could hardly be considered fumes, soot, or dirt. Electricity just can't make dirt, of course, but a high temperature electrical resistant unit can surely incinerate lint and combustible household dust into a most undesirable deposit. No other heating method has this ability.

Next, they boast safety. Year after year electricity has contributed so heavily to household tragedy that it can only be considered a number one hazard.

They mention that room by room control is desirable. It is desirable if it makes the whole house comfortable. The recommended operation, however, is to turn down the temperature of rooms not in use. This uses less heat, of course, keeps the home owner twisting on thermostats, and keeps the cost only extremely unreasonable rather than completely unreasonable. Those not in the know, with other types of heat, just ramble about the whole house, at will, in steady comfort. They apparently are unaware of electricity's sophisticated view that every man's house is his castle, and it should therefore be heated as badly as a medieval castle.

Next, the electric industry follows good selling technique by making a pitch on another weak point, and tells us it costs less than we think. Personally, I think cost is one of their deficiencies

we should last call to the attention of the public. A lot of people think the more something costs, the better it is bound to be. P. T. Barnum has an apt description of these individuals.

Lastly, they say heating electrically is logical and better. Well, let's take a look at modern heating systems to see if electricity has got something here, or if they have rewritten the definitions of "logical" and "better."

It's reasonable to state, I'm sure, that John Q. Public wants comfort from his heating system. The features that will give the best in comfort available today would certainly have the following characteristics:

1. The heating system must give close temperature control. This means control from room to room, floor to ceiling, in fall, winter, and spring.
2. The air should have adequate, continuing movement to prevent stratification. Seventy-two degree stratified air can feel cold when body heat is radiated to cold surfaces or through windows. Gently moving air at the same temperature in the same room should feel perfectly comfortable.
3. There should be provision for cleaning the air in a modern system. Walking, cleaning, vacuuming in a house all raise dust which can be filtered out.
4. The system should be adaptable to humidity control. We've progressed far enough in control so we don't have to grow mold through the house. We don't have to have excessive dryness either.

This paper was presented as a talk at the Operating Section Spring Conference in New Orleans, May 1960.

5. There should be elimination of smoke and odors. This could be done through make up air or with good electrostatic air cleaners. Inside air should smell just as fresh as outside air.

6. There should be provision for adding summer cooling.

These six comfort points, temperature control, air movement, air cleaning, humidity control, air freshness, and summer cooling, are all reasonable and possible with modern heating technique.

Electric radiant heat, the type that accounts for over 90% of electric installations, satisfies only one of these six comfort points. That one point is temperature control. Here electricity can do an acceptable job if a rapid cycling thermostat is used. Rapid cycling will give short frequent bursts of heat rather than long on periods followed by long off periods. Some of the electric heat installations in the Minneapolis area have rapid cycling control. Those that do not, cannot even satisfy the good temperature control comfort requirement.

Keep in mind we are evaluating electric heat against the words "logical" and "better." When we compare the best radiant electric heat system with a well controlled hot water system, electric comes out a poor second. A water system, through an outside compensator, can modulate the water temperature to match the loss of heat. As the outside temperature gets colder, the hot water gets hotter. This gives a steady, constant application of just the right amount of heat that no on-off electric system can match.

Now let's compare what electric radiant heating can do when compared with a good gas forced air system. Here again, electric comes out second best from a temperature control standpoint. Gas systems have rapid cycling thermostats too, combined with a heat storage effect in the heat exchanger. This supplies a steady stream of warmth between burner operations. We sometimes call this storage a fly wheel effect for evening out the application of heat. Electricity does not have this effect. When it's on, it's on—and when it's off, it's off.

A new development coming into domestic gas heat control can give even better results. Modulation of the gas input to the warm air furnace promises to add heat at the same rate it is being lost from the structure. This will provide a steady, constant application of heat that will give perfect control. I

should mention that short cycling of heat operations is something that coal and oil cannot do. Modulation of input to match heat loss is again something coal and oil find impossible, and electricity can do only at extreme cost.

When we are talking about temperature control, radiant electric heat certainly doesn't come off with Webster's definition of "logical" or "better." Beyond this, it doesn't even pretend to solve the other comfort conditions of air movement, cleaning, or freshness, humidity control, or provisions for summer cooling. All, and I repeat, all of the comfort points can be fitted beautifully into a gas warm air system. As a matter of fact, so called well designed radiant electric systems will cause more air cleaning, humidity, and air freshness problems than any other poorly designed system is capable of doing. These negative comfort conditions stem from their tight insulation and sealing requirements, which has often been called "thermos bottle living."

You may ask, can the electric industry put in a good heating job? Yes. They actually could provide reasonable comfort by today's standards. They can use extended baseboard radiation in conjunction with an air circulation system. This is available, incidentally, although I haven't seen any installations as yet. A very good reason, I'm sure, is that addition of the duct work and blower raises the electric system cost above a standard gas warm air installation.

Such an electric system, to consider comfort, would have to provide for air changes, something they can't afford to do. (They really can't even afford to heat the stale air.) Of course, the most logical and better reason (being sure to use Webster's unrevised definition) for not installing such an electric system is that gas can do it just as well, if not better, at less installation and lower operating cost.

From a comparison of the comfort and value offered by various heating systems, electric's star is not bright. I can't imagine a thinking man with a few facts evaluating electric heat as other than illogical and inferior. Another description could be, "never has so little been offered for so much." For those who feel electric heat is progress, just as there was progress from wood to coal to oil and then to gas, I want to point out there is a difference. In all cases of

progress, except electricity, the new commodity had something better to offer.

How is it, then, that electric heat is making an impact on the public mind? First, of course, their mass advertising implies they have something better to offer. By saying they are better often enough, sooner or later, some people are going to believe it, regardless of facts.

Secondly, I think the public is, for the most part, comparing the electric claims with an old system using another fuel. We have a tremendous number of old heating plants in this country that don't give good comfort. The old furnaces don't have the control that is possible today, and many suffer from design and installation deficiencies. We haven't been talking about modern gas systems enough to educate people on what the difference can be.

Thirdly, some of our new heating systems put in today do not give the comfort they should and can give. Part of the problem seems to be the highly competitive nature of the building business. The builder puts emphasis on what sells the house, for which we can hardly blame him, and the heating plant is not usually a major attraction.

Another part of the problem comes from high volume, low cost, system installation specialists who give comfort only casual attention. The big problem, of course, is getting the public to demand a comfort job. If the public knew enough to demand the comfort and value that is available, new gas systems would more than fill the bill.

Fourth, the electric industry is paying attention to home construction. They know they have a hard row to hoe, and they're working to keep control on how installations are put in. They know full well if electric systems were installed in the same matter of fact way many gas systems are, they would fail miserably. Their only hope is to make jobs put in as good as possible in order for them to perform at all. I think the public is misinterpreting this installation control as interest in supplying comfort rather than dire necessity in order to get by.

Lastly, the electric industry is making an impact because no one is calling their hand. They are claiming to be better, and are getting away with it by default.

Just how should we in the gas industry look upon this advertising challenge? Even if it hurts not to have our own

way, as in the past, and even if we've perhaps grown a little complacent and must make an effort to stir ourselves, rising to do battle should make our business more interesting. This is especially so when you consider electricity has the hard sell, and the only way we can lose is to be outbluffed. How can we complain about playing with a winning hand? All that we need is the determination to back it up.

What can we do about this challenge? I'll tell you some of the things we can do.

1. Everyone can start calling a spade a spade. Tell your employees the story. Tell them how electricity is selling second class comfort at a first class price. Tell them gas can outperform electric. Tell them that if electric heat is modern, we are entering the dark ages of heating comfort. Tell them to tell your customers and their friends. Don't stop

with your employees either. Let your friends know electricity is selling a bill of goods under the guise of modernity. Then encourage your company to tell your customers through all channels of communication. Cooking schools, newspapers, servicemen, home service personnel, radio, television, all of these information-disseminating sources can be used. Tell them how to get comfort, and why gas can give them the finest comfort performance available today. Let them know electric heating isn't in the same ball park.

2. Another thing we can do is upgrade present gas systems in the field. A man with poor comfort conditions is certainly susceptible to believing this modern world can provide him with better heating. He could be led to the erroneous belief that electricity is the answer.

Actually, it is simple to improve most

old systems. Addition of an outside temperature compensator on hot water systems will give first class control in fall, winter, and spring. For warm air systems, installation of a modern short cycling thermostat with heat anticipator will give marked comfort improvement on 99 out of 100 systems over 5 years old. We also have modulation of gas heat input arriving on the scene. This will be adaptable to about 75% of existing gas designed central warm air systems, and will give excellent control. A few simple things can usually improve our customers' comfort with old equipment beyond what electricity can hope to offer.

3. We can buckle down on research. It is possible that part of our problem in being looked on as modern is that we haven't come up with anything very new in furnaces for about 15 years. Most of our progress has been on the

American Standards Association lists membership benefits

The American Gas Association is one of the fifteen trade associations which, in addition to holding member body status in the American Standards Association, also makes an annual appropriation to ASA as an industry subscription in support of ASA's over-all program. This program consists of more than 425 standards projects in which some 7,000 individuals serve as representatives of over 700 national participating groups. A. G. A. has supported the program since 1928.

The A. G. A. support provides the advantages of company membership to all member companies of the American Gas Association, exclusive of associate members. These advantages include the information services of the ASA and membership in the ASA Company Member Conference.

ASA company members are entitled to receive free copies of the following regular publications of the ASA:

1. *The Magazine of Standards*—monthly publication of the ASA which contains informative articles and news reports of national and international standards activities. The regular subscription rate for the magazine is \$7 per year.

2. Notice of the publication of all

newly-approved and revised American Standards and one free copy of each standard if requested.

3. *ASA Newsletter*—monthly news digest which highlights new standards and standards events.

4. Price List and Index of American Standards.

5. Notices of and invitations to the annual National Conferences on Standards and ASA Annual Meetings.

An additional valuable service available to AGA member companies is the use of the ASA library which contains some 70,000 national and international standards, specifications and related material plus a file of technical literature. A. G. A. members may use the reference and informational facilities of the library, and may borrow some of the standards by mail.

The company personnel designated to receive these services are named either by the company itself or by the American Gas Association. The ASA has in process, however, a plan whereby each individual company will be given the opportunity to keep the service listings for its company up to date.

The American Gas Association, as have other associations in the ASA federation, has encouraged its company

members to take out direct company memberships in the ASA. More than 25 A. G. A. company members hold such additional direct memberships in ASA, thus tightening the bond between the companies and the association.

Over and above the specific advantages of company membership in ASA are the intangible benefits. Each company benefits from the existence of the ASA as a validating point for American Standards, whether they apply to its products or its purchases. The designation "American Standard" stamps a given document as being the authoritative standard in the United States. Supplying as it does a single consistent set of nationally coordinated standards, the ASA therefore makes available to the individual company those standards having the highest possible recognition.

One of the most significant standards programs serving both the public and private interests is the Z21 project being conducted under ASA procedures, with the A. G. A. as sponsor. Some 60 American Standards have been approved covering installation and approval requirements for gas appliances, in the residential field. Covering similar requirements in the industrial and commercial field is Z83.

system controls. An item we could really use, for instance, would be new piping materials we could string like wire. Another item would be a more compact heating unit that could be built in or hung without present venting restrictions. Power venting of such a unit would increase flexibility and overcome some present builder problems. Even though our present equipment can provide the best in comfort and economy available today, research of this type will insure our maintaining this position. From a promotional standpoint, if we are going to be looked upon as modern, we've got to come up periodically with something new.

4. We can work harder to promote good gas installations. Through dire necessity, the electric industry is outperforming us here. If, for example, a party buying a home, in most areas, wanted assistance to insure a comfort gas heating system, he would be hard

put to get help. He would, I think, find most homes built with a highly competitive low cost installation, regardless of the price of the house. Usually, no one would be available to help him demand the quality of comfort gas is capable of delivering. An exception would be where an effective Silver Shield Program is functioning. If we are going to get widespread awareness of comfort and how to get it, however, I feel we could well use A. G. A., utility, and manufacturer support in addition to the dealers' Silver Shield Program. Above all, there should be some way to identify and publicize a quality-comfort installation.

Here is our challenge then. We have a giant electrical industry searching for an outlet for excess generating capacity. Through massive, obtuse advertising, they are trying to leave the impression that electric heating is modern, logical, and better. Their advertising is geared to overcome their weak points, and they

surely do have weaknesses. Basically, electric heating can be handily outperformed by gas, in both comfort and value.

What can we do about it? We can start right now telling our employees, customers, and friends that electric heat is not better and it is not logical. We can tell the public, with complete confidence, that gas can provide the best comfort available today, and gives a bonus because it costs less to boot. We can promote research in order to remain the best. We can upgrade presently installed gas systems, and can help control the comfort quality of new systems going in. We can aggressively use communications mediums that will tell our story.

We can help John Q. Public truly to be a thinking man when he chooses comfort and value through his new modern, logical, and better gas heating system.

Facts and figures

(Continued from page 14)

compared to only 30.0 per cent in June, 1959. This relative gain effected a proportional decline in industrial sales. Sales for the 12-month period ended June 30, 1960, aggregated 90.3 billion therms or 6.9 billion more than the comparable period last year. Industrial sales during the 12 months were 44.9 billion therms, a 3.7 per cent increase over the previous year.

New home construction continued to

be substantially below the 1959 level. Non-farm housing starts during June, 1960, numbered 127.8 thousand, 24.2 thousand fewer than in the like month a year ago. At the present annual rate new housing during 1960 will fall short

ments declining by 7.2 per cent. The water heater was the only major gas appliance that registered an increase during the month, showing a 2.5 per cent gain.

Construction expenditures by the gas

GAS INDUSTRY INCOME STATEMENT

(MILLION OF DOLLARS)

REFERS TO ALL INVESTOR-OWNED DISTRIBUTING UTILITIES AND PIPELINE COMPANIES

	Twelve Months Ended		Per Cent Change
	March, 1960	March, 1959	
Total operating revenues	\$8,161	\$7,110	+14.8
Operating expenses—operations	5,296	4,552	+16.3
Operating expenses—maintenance	264	244	+ 8.2
Operating expenses—total	5,560	4,796	+15.9
Depreciation, retirements, depletion, amortization, etc.	535	492	+ 8.7
Federal income taxes	598	521	+14.8
All other taxes	421	359	+17.3
Total taxes	1,019	880	+15.8
Total operating revenue deductions	7,114	6,168	+15.3
Net operating revenues	1,047	942	+11.2
Other income	106	76	+39.5
Gross income	1,153	1,018	+13.3
Interest on long-term debt	367	313	+17.3
Other income deductions	1	(2)	—
Total income deductions	368	311	+18.3
Net income	785	707	+11.0

Ad mats

(Continued from page 13)

Steelmark, which is the symbol of the steel industry, and a line of copy which reads, "Another example of how today's steels lighten your work, brighten your leisure, widen your world." The Steelmark and line of copy will be positioned so they may be deleted by companies which do not want to use them.

Gas Industries long has been a strong supporter of A. G. A. campaigns, devoting its editorial space to detailed descriptions of A. G. A. programs, promotions and promotional materials. The magazine currently is conducting a program to expand its dealer circulation, in an effort to win wider markets for gas and gas appliances.

of the 1959 total by about 275 thousand units.

Manufacturer shipments of gas appliances during June, although showing some improvement over May, were also on the down-side compared to those in 1959. Shipments of ranges were off 2.2 per cent, with heating equipment ship-

utility and pipeline industry during the first quarter of 1960 were estimated at \$327 million. For May and June, 1960, expenditures totaled \$127 million and \$133 million, respectively. In 1959 construction expenditures were \$293 million during the first quarter, \$136 million in April, and \$156 million in May.

Gas Appliance Service Manual in new edition

The third edition of the A. G. A. Gas Appliance Service Manual has recently been published. That this became necessary is proof of the continuing popularity of this publication and its twin project, the supplement subscription service. Twenty thousand copies of the manual have been sold.

The new edition is in three handy volumes with ring binders: Volume I, Clothes Dryers; Volume II, Ranges; and Volume III, Water Heaters and Incinerators.

A new three year subscription for three supplements a year starts with the

September 1960 Supplement and ends with the issue of May 1963.

Subscriptions for the 1960-1963 series of supplements will be accepted at any time before it ends. Late subscribers will receive all previous supplements issued up to the time they subscribed, as well as their future supplements.

Holders of the first and second editions of the manual who have subscribed to the first and second series of supplements do not need to purchase copies of the third edition in order to have the latest information on appliance servicing.

They can continue to keep this service information up to date by renewing their supplement subscription.

Purchasers of the new edition should get the future supplements, in order to preserve the manual's value.

Prices of the A. G. A. Gas Appliance Service Manual, Catalog No. 27/U (sold only in sets of three volumes), are as follows: Single set \$5.25; 2-10, \$5.00 per set; 11-100, \$4.75 per set; over 100, \$4.50 each set.

Prices of subscriptions, Catalog No. 27S/U, are: 1, \$3.95; 2-10, \$3.60 ea.; 11-100, \$3.20 ea.; over 100, \$2.95 each.

Big gas light

(Continued from page 11)

welded.

Mr. Patterson and Mr. Carson designed the lighting column. Initially, they thought in terms of one huge mantle but finally decided to use a stainless steel manifold because of its great resistance to heat and corrosion.

Attached to the standard stainless steel pipe were 78 pieces of stainless steel tubing, bent down at right angles to hold Coleman mantles. There are six tiers of seven mantles and six tiers of six.

The post of the light is a 25-foot length of 12-inch main, seven feet of which are anchored in a ton of concrete.

Gas is fed to the light through $\frac{3}{8}$ inch copper tubing which is secured to the post by clamps. It is tied into the company's class II system, which includes lines with pressures not exceeding 25 pounds gauge, and operates on four pounds of pressure. Normal residential pressure is approximately $\frac{1}{4}$ of a pound. Four pounds produces maximum incandescence from the mantles. Gas consumption of the giant light is 148 cubic feet per hour, approximately equal to the input of two residential heating plants.

The Aquatennial gas light still is considered somewhat experimental. It has not yet been subjected to an onslaught of the elements and after a year's observation of performance some

changes may be necessary.

Cost of materials for the Aquatennial Gas Light was less than \$1,300, including \$563 for the stainless steel mantle tower, \$296 for the glass and \$271 for the metal parts of the burner head.

Already the big light has attracted the attention of promotion-minded business establishments. At least two concerns have seriously inquired about the possibility of having giant gas lights at their locations.

Meantime, northeast Minneapolis' new landmark, the biggest gas light in the world, continues to beam out its 13,000 candlepower sales message around the clock . . . "Go First Class . . . With Gas!"

Industrial relations

(Continued from page 16)

igate the penalty it imposed unless the panel should first determine that no just cause existed for any disciplinary action whatsoever. In support of this position it cited a number of arbitration awards on the subject, some of which the arbitrators found not completely in point, because the contracts involved did not include just cause.

The award states:

"After a careful study of the contractual provision, in its total light and in the light of interpretations of similar clauses by other arbitrators, and after carefully weighing the facts in this case, it is the decision of a majority of the arbitration panel that the acts admittedly committed by the grievant were of such gravity that some relatively severe disciplinary penalty is justified; that reasonable men will undoubtedly differ as to whether discharge or a disciplinary layoff was the appropriate penalty.

"That the contractual provision . . . precludes the mitigating of the penalty imposed by the company, in the absence of a great disparity between the gravity of the offense and the severity of the penalty, and in the absence of prejudice, discrimination, caprice, or some such unfair motive. Since none of these elements are (sic) present, a majority of the panel finds that it is without authority to substitute its own judgment for that of the company in the instant case.

"The grievance of the union is therefore denied."
(March 25, 1960.)

● **Military men get new job rights**—Reservists and guardsmen who leave their jobs for military training are entitled to additional re-employment rights beginning September 10, 1960.

These are provided by a bill (H.R. 5040), passed by Congress and signed by the President, that amends the Universal Military Training and Service Act. The legislation was sponsored by the Labor and Defense Departments.

As explained by Under Secretary of Labor O'Connell, the new law protects reservists and guardsmen against the loss of seniority, status, pay, and vacation while they are away from their jobs on training duty.

It also gives them this additional protection: If they become disabled while training and cannot perform the duties of their regular jobs, they are entitled to re-employment in other jobs whose duties they can perform.

If they are hospitalized incident to their training duty, they may delay application for re-employment for a period of up to one year because of their hospitalization.

They must request a leave of absence from their employer before leaving for military training and must report for re-employment at the next regularly scheduled working period after their return from training or within a reasonable time thereafter if they are delayed because of factors beyond their control.

Detailed information may be obtained from the Bureau of Veterans Re-employment Rights or its field offices.

Convention

(Continued from page 3)

gates and ladies on the grand stage of the Exhibit Hall. Each day, Sunday through Wednesday, persons attending the Convention and Exhibit will be invited to enjoy (Dutch treat) a leisurely luncheon in the "Festival of Flame" Cafe, overlooking the Exhibit.

Most of the afternoon meetings of the various A. G. A. Sections will be held in the new meeting rooms immediately adjacent to the Exhibit Hall. This will help the delegates to make maximum use of their time in Atlantic City.

The 1960 Convention and Exhibit will offer more attractions to the ladies than ever before. Ladies are invited to attend the various Convention sessions and the final luncheon on Wednesday, October 12th. They are expected to attend in full force the President's Reception, Entertainment and Dance on Monday evening, October 10th. This hospitality highlight of the Convention will feature Hawaiian decor and an exciting variety show. More than 1,000 ladies are expected to attend the Ladies Party in the Renaissance Room of the Ambassador Hotel on Tuesday, October 11, for a gala Luncheon and a sparkling entertainment featuring the best of Broadway, entitled "Broadway Cameos." A special session and Kaffe Klatsch is planned for the ladies in Ritz Hall on Monday morning, October 10, sponsored by the A. G. A. Home Service Committee. This session will feature dramatic events of interest to all ladies attending the Convention.

One of the main attractions at the Ladies' Session on October 10th will be a "Gold Star Cooking Spectacular" presented by E. Carl Sorby, vice president of the Geo. D. Roper Corporation. Those who have seen Mr. Sorby's hour-long cooking demonstration agree it is one of the finest and most humorous performances ever staged on the versatility and quality of gas ranges.

Door prizes will be offered as an added attraction at the special session for ladies. Included will be several gas ranges built to Gold Star standards.

Julia Meade, TV spokesman for the gas industry, and several equipment editors from leading national consumer magazines will be on hand to greet Convention ladies.

Closed-circuit TV will play a major role at the A. G. A. Convention and Exhibits this October.

Channel 2 on TV sets in the various Atlantic City hotels and motels will carry four days of special gas industry programs during the A. G. A. Convention October 9-12. Approximately 25 large TV receivers will be stationed at strategic spots throughout the Exhibit Area.

Closed-circuit TV programs will be introduced as a brand new Convention service courtesy of the Gold Star Gas Range Program.

Gas magazine will publish three issues of the *Convention Daily* newspaper and will also handle on special newscasts over the closed-circuit TV system, all Convention and world news.

Gas Industries magazine will sponsor a special paging and message service over closed-circuit TV.

Live interviews with Gold Star gas range manufacturers, gas company executives and visitors to the Convention also will be featured over the closed-circuit TV network. All Convention sessions will be listed continuously on TV, Channel 2, for at least 15 minutes before they occur.

Three TV cameras will be set up on the stage of the Atlantic City Exhibit Hall in full view of the Exhibit and immediately adjacent to the "Festival of Flame" Cafe. Live TV interviews for the closed-circuit network will be televised.

Monday, October 10, has been designated as Dealers' Day, and The Ritz Carlton Hotel has been designated as Dealer Headquarters. Convention delegates and ladies will be joined at the Exhibit on October 10 by dealers, distributors, architects, builders and other guests.

Manufacturer Exhibitors of Significant New Technical Developments in Gas Utilization

Aerovent Fan Company, Inc.
American Thermocatalytic Corporation
Anetsberger Bros., Inc.
Arkla Air Conditioning Corporation
Bell & Gossett Company
E. W. Bliss Company
Bryant Manufacturing Company
Carrier Corporation
Calcinator Corporation
Caloric Appliance Corporation
Caterpillar Tractor Company
Chambers Corporation
Chicago Combustion Company
Comfort Products, Inc.
Controls Company of America
Crown Stove Works
Empire Stove Company
The Frymaster Corporation
General Controls Company
Jos. Goder Incinerators
Hardwick Stove Company
Harper-Wyman Company
The A. F. Holden Company
I.C.E.D., Inc.
International Register Company
Linde Company
Locke Stove Company
Lucas-Rotax Limited
Magic Chef
The Majestic Company
Martin Stamping & Stove Company
Maxitrol Company
Maxon Premix Burner Company
The Maytag Company
Minneapolis-Honeywell Regulator Company
Minnesota Mining & Manufacturing Company
Modern Home Products
Mt. Vernon Furnace & Manufacturing Company
National Cornice Works
Norco, Inc.
Norge Sales Corporation
O'Keefe & Merritt Company
The Patrol Valve Company
The Patterson-Kelley Company, Inc.
Perfection Division Hupp Corporation
Protection Controls, Inc.
Ready Power
Red-Ray Manufacturing Company, Inc.
Rheem Manufacturing Company
Robertshaw-Fulton Controls Company

Geo. D. Roper Sales Corporation
 Samuel Stamping & Enameling Company
 Selas Corporation of America
 A. O. Smith Corporation, Permaglas Division
 The Solar Aircraft Corporation
 South Bend Range Corporation
 Specialities Appliance Corporation
 Suburban Appliance Company
 Sunray Stove Company, The
 The Tappan Company
 Temco Inc.
 Tennessee Stove Works
 Vector Engineering Contractors
 Waukesha Motor Company
 Wedgewood-Holly Appliance Company
 Whirlpool Corporation
 White-Rodgers Company

Gas Company Exhibitors

Elizabethtown Consolidated Gas Company
 Lone Star Gas Company
 Northern Illinois Gas Company
 Oklahoma Natural Gas Company
 United Gas Corporation
 Washington Gas Light Company

Operating Section Exhibitors

American Cast Iron Pipe Company
 American Meter Company

Applied Engineering Company
 Barton Instrument Company
 Black, Sivalls and Bryson, Inc.
 Cameron Iron Works, Inc.
 H. Y. Carson Company
 Cooper-Bessemer Corporation
 Cutler-Hammer, Inc.
 Daniel Orifice Fitting Company
 Dresser Industries
 Driam Corporation
 Fischer and Porter Company
 Fisher Governor Company
 General Controls Company
 Grove Valve and Regulator Company
 Handley-Brown Company
 Mine Safety Appliances Company
 Mueller Company
 Neptune Meter Company
 Pipeline Service Corporation
 Republic Steel Corporation
 Reynolds Gas Regulator Company
 Robertshaw-Fulton Controls Company
 Rockwell Manufacturing Company
 Roots-Connorsville Blower
 Royston Laboratories, Inc.
 M. B. Skinner Company
 A. V. Smith Engineering Company
 Sprague Meter Company
 The Tapecoat Company
 Westinghouse Air Brake Company

Construction

(Continued from page 7)

of underground storage is reflected in forecasts that \$466 million will be in-

vested for such purposes in the 1960-63 period, nearly 73 per cent more than the \$270 million spent in 1956-59.

The investor-owned gas industry registered significant growth during

1959 in total utility plant, up to \$19.2 billion, and total assets which climbed to \$22.85 billion. At the end of 1958 the corresponding figures were \$17.47 billion and \$20.73 billion.

Lone Star equalizes load

LONE STAR Gas Company's division of distribution, Dallas, Texas, will soon realize a summer gas load almost equal to its winter load.

On December 23, 1960, Lone Star will start to move gas to Dallas Power and Light Company's four steam-electric generating plants, where the majority of the fuel is consumed during the summer months. Present estimates indicate that next summer Dallas Power and Light will be using almost the same amount of gas consumed by some 211,000 Dallas division customers during the heating season.

Gas companies unite in refrigerator sales campaign

FOUR gas companies in New Jersey have joined forces in a campaign to sell 50,000 gas refrigerators in the next few years. This undertaking was launched at a recent combined meeting of the sales personnel of New Jersey Natural Gas Co., South Jersey Gas Co., Elizabethtown Consolidated Gas Co., and City Gas Company of New Jersey.

The sales managers of the companies have conceived an unusual promotion, the Garden State Handicap—A Run for the Refrigerators, in which the companies have offered a total of \$1,000 in U. S. Savings Bonds to the six salesmen with the most sales at the end of

the summer season. First prize is \$500; second, \$250; third, \$100, and three each of \$50. A grand prize, a day at the races followed by dinner, has been offered to the winning sales team of the company with the best record.

To begin 1,400-mile pipeline

THE 1,400-mile Alberta-California natural gas pipeline system has called for construction bids and will break ground this fall according to Norman R. Sutherland, president, Pacific Gas and Electric Co., San Francisco, Calif.

E. B. Swanson's descriptive oil and gas bibliography published

E. B. SWANSON, former assistant director of the Office of Oil and Gas of the U. S. Department of the Interior, has compiled a descriptive bibliography of the petroleum industry entitled *A Century of Oil and Gas in Books*. Published by Appleton-Century-Crofts in New York, N. Y., the work was prepared with the assistance of a grant from the American Petroleum Institute and will fill a

long-standing need of public, business, and university libraries and of individual researchers.

The objective of the work was to include all items published in English that had to do directly with some aspect of petroleum. There are more than 2,000 listings.

The author is a career civil servant, now retired, who headed the first Division of Pe-

troleum Economics of the U. S. Department of the Interior. He is considered the leading authority on books dealing with petroleum, though he describes his work as not being "that of a bibliographer—amateur or professional—but of one who has had a long-time personal interest in the literature and an equally long association with members of the petroleum industry."

Publication of GAMA annual summary announced

THE GAS APPLIANCE Manufacturers Association has announced publication of the 1960 edition of *Natural Gas Construction Data*. This latest edition of the GAMA annual summary includes details for more than 95 per cent of the total natural gas pipeline mileage authorized during 1959 by the Federal Power Commission. The study details nearly 100 per cent of the pipeline mileage included in those projects pending hearing and disposition by the FPC on January 1, 1960. A separate section records the major authorizations and filings during the first four months of the current year.

Also included in the edition are a summary of post-World War II natural gas expansion; names and addresses of gas transmission companies; a list of cities benefiting by 1959 authorizations; and charts on natural gas reserves, production, customers, pipeline miles, etc.

A limited number of copies of the 1960 summary will be available at \$3 per copy from Marketing and Statistical Department, Gas Appliance Manufacturers Association, 60 East 42nd St., New York 17, N. Y. A few copies of each of the seven previous annual editions are still available at \$1 each.

Northern Oklahoma Gas and Oklahoma Natural Gas in recent merger

NORTHERN OKLAHOMA Gas Co., Ponca City, Okla., recently merged with Oklahoma Natural Gas Co., Tulsa, Okla.

The merger became effective when the holders of over 90 per cent of the common

stock of Northern Oklahoma accepted an offer made July 1, 1960, by Oklahoma Natural to exchange four fifths of a share of its common stock for one share of the common stock of Northern Oklahoma.

Under the merger, Oklahoma Natural acquires the Northern Oklahoma pipeline system for the transportation of natural gas from producing fields and for the distribution of gas to about 13,000 consumers.

Successful North Shore symposium informs employees, increases sales

NORTH SHORE Gas Co., Waukegan, Ill., has reported on a two-day symposium held to inform all of its employees on new gas appliances, company progress, and the gas industry in general. The program resulted not only in making North Shore a better-informed company, but also in an increase in sales, with 75 of 300 employees purchasing new gas appliances by midsummer.

Sponsored by the company's sales department,

the symposium was attended by half the company's employees on each of the two days. The gas appliances displayed during the meetings were operated by manufacturers' representatives, who demonstrated the new uses and latest features of modern gas equipment. Special reference manuals were mailed to employees following the program.

C. S. Stackpole, managing director of A. G. A., was keynote speaker at the sym-

posium, and the groups also heard Lou Snyder, RCA Whirlpool Corp.; LeeRoy Harling, Harper-Wyman Co.; Jessie Cartwright, Norge Corp.; Ken O'Gorman, A. O. Smith Corp.; and Carl Sorby, Geo. D. Roper Corp.

J. P. Happ, vice president, sales, of North Shore, noted recently, "We would highly recommend companies to put on similar employee programs . . . our company is a stronger one as a result of it."

Four gas industry women join U.S. team for London cooking Olympics

FOUR of the gas industry's top home economists and home service directors are representing America in cooking Olympics at The Food Fair 1960 being held in London from August 31 to September 17, 1960.

The U. S. team, one of 12 from as many countries, includes Mildred Endner, home service director, Minneapolis Gas Co., and 1960 chairman of A. G. A.'s Home Service Committee; Elsie Alcorn, home service director, Milwaukee Gas Light Co., and chairman-elect of the committee; Ellen Bridges, home service counselor, A. G. A.; and Margaret Spader, home service consult-

ant, Gas Appliance Manufacturers Association.

Other nations represented in the International Kitchen section of the fair in London's Olympia Exhibition Hall are Australia, Belgium, China, Denmark, France, India, Indonesia, Italy, the Netherlands, Pakistan, and Spain.

Demonstrating the versatility of gas ranges, which now serve in more than 34 million U. S. homes, the home economists were to prepare typical American dishes in a model kitchen sponsored by the Gas Council, of London.

Recipes include pumpkin pie, broiled hamburgers, barbecued chicken, Toll House cookies, popcorn, and a master mix for preparing such American household favorites as biscuits, pancakes, muffins, coffee cake, and waffles.

The Gas Council has equipped each kitchen with a gas range, gas refrigerator, and gas hot water heater. Each country's team is being given one four-hour cooking period per day, with no more than four teams demonstrating simultaneously. Demonstrations are being presented daily, except Sundays, from 10 a.m. to 9:30 p.m.

New A. G. A. Laboratories bulletin describes research on water heater burners

THE INFLUENCE of combustion chamber environmental conditions on the flame characteristics of water heater burners is described in a new publication issued by the A. G. A. Laboratories.

Research Bulletin 82, *Flame Characteristics of Gas Storage Water Heater Burners*, describes research conducted as a PAR plan activity at the A. G. A. Laboratories under the sponsorship of the A. G. A. Committee on Domestic Gas Research as part of Research Project DA-2-WH.

Burner design has been the subject of 18 bulletins and five reports issued by the Laboratories. Most of these publications, however, have dealt with the flame characteristics of atmospheric gas burners under open-room conditions. Only limited studies have been made of flame characteristics in

combustion chambers.

The purpose of this investigation was to determine to what extent the special environment of a water heater combustion chamber affects primary air injection, lifting, yellow tipping, and flashback of contemporary burners.

Research Bulletin 82 reports observations made on primary air injection, yellow tipping, and lifting of flames with natural gas, using six contemporary burners under open-room and typical combustion-chamber conditions. Typical contemporary heaters were used and included a unit with a centrally located internal flueway, an offset internal flueway, and an external flueway. Studies of flashback at extinction with natural gas, manufactured gas, and 1,400 Btu LP-Gas-air also were made, with a few of these burn-

ers, in addition to a seventh burner, obtained for that purpose. Observation of the factors promoting floating burner flames within combustion chambers was also made. Results of this research indicate greater burner flexibility with regard to lifting and yellow tipping of flames under a combustion-chamber environment rather than open-room conditions. However, the combustion-chamber environment may promote such conditions as flashback at extinction and floating flames, reducing the flexibility of the burner.

Research Bulletin 82 was prepared by J. W. Gergel and J. C. Griffiths of the staff of the A. G. A. Laboratories. Copies are available from A. G. A. or the A. G. A. Laboratories, 1032 East 62nd St., Cleveland 3, Ohio, for \$2 each. The catalogue number is 133/DR.

Gas industry joins World's Fair charter group

THE GAS industry has become a member of the charter group of U. S. enterprises to participate in the 1964-1965 New York World's Fair. C. S. Stackpole, managing director of A. G. A., and Harold Massey, managing director of the Gas Appliance Manufacturers Association, have announced the formation of Gas, Inc., which will plan and direct all activities related to the creation and operation of a gas industry building on the fair grounds.

Officers elected by the corporation include John E. Heyke, president of The Brooklyn Union Gas Co., president; William G. Hamilton, Jr., president of the American Meter Co., vice president; James Comerford, chairman of the board of Consolidated Natural

Gas Co., treasurer; and Stanley B. Finch, coordinator for the gas industry in the 1939 World's Fair, executive secretary.

The gas industry exhibit for 1964 is expected to dominate the fair grounds as it did at the 1939 fair. Gas industry leaders estimate that the cost of planning, constructing, and operating the building will total \$5,500,000, most of which is expected to come from gas utility contributions.

The industry's concept of a fair exhibit is expected to revolve around a visual recording of a century of gas progress. The exhibit, however, will not confine itself to the industry's past, but will also define its place in the space age, in which it already figures prominently.

Hartford Gas plans unique plant

THE HARTFORD Gas Co., Hartford, Conn., will build a \$3 million plant in the downtown area of that city to provide Constitution Plaza and the nearby area with both heating and air conditioning. As a result, buildings in that area will not require their own heating and air conditioning plants and will be served directly through large, steel steam and chilled-water mains of a central plant.

The plant will be, according to W. T. Jebb, president of Hartford Gas, the first gas utility-operated central plant in the nation designed to serve both steam for heating and chilled water for air conditioning. It will have a capacity of 200,000 pounds of steam per hour, an amount equal to 6,000 boiler horsepower. In addition to providing all heating for the new plaza and nearby buildings, steam will operate refrigeration equipment capable of freezing 9,500 tons of ice per day to supply chilled water for year-round air conditioning.

Rocky Mountain group to meet

THE ROCKY MOUNTAIN Gas Association, Denver, Colo., will hold its 17th anniversary banquet on September 19, 1960, in the Junior Ballroom of the Denver Hilton Hotel in Denver. C. S. Stackpole, managing director of A. G. A., will be featured speaker at the dinner.

Manz Corporation introduces "Wonderful World"

A NEW magazine, *Wonderful World*, will this month be sent to the homes of 500,000 gas utility customers. A. G. A.'s managing director, C. S. Stackpole, has announced. Produced for participating utilities, the magazine is published by the creative division of Manz Corporation, pioneer Chicago printers who specialize in sponsored external magazines.

Sheldon Widmer, senior vice president of Manz; Richard M. Ray, vice president; and Richard L. Conover, former general promotional manager of the Equitable Gas Co.,

Fill'er up with gas-cooled air



Business jumped 40 per cent when Stan Norwood, Texas service station operator, offered customer in-car cooling. Lone Star Gas Co., Dallas, Texas, installed Bryant gas air conditioner on roof of station for the unique system.

Pittsburgh, Pa., will be responsible for the future development of *Wonderful World* and will participate in the preparation and production of catalogues, displays, dealer helps, and collateral materials.

Many leading gas utilities have indicated their plan to mail the magazine to their customers four times each year. Other gas companies are currently negotiating for sponsorship of the magazine in their respective areas.

The magazine will cover the newest developments in home heating, gas appliances, food preparation, and general family living.

Detailed analysis of gas field monopoly and competition published

IN 1954 the U. S. Supreme Court, in a decision interpreting the Natural Gas Act of 1938, largely settled the matter of general federal jurisdiction in the natural gas industry. Interest and attention have since shifted to the advisability of federal regulation of natural gas field prices. Such regulation and the entire question of gas field monopoly is discussed in a study recently published by the University of Oklahoma Press, Norman, Okla., in cooperation with the *Oil and Gas Journal*, Tulsa, Okla., as one in a continuing list of publications developed cooperatively and dealing with the petroleum industry and its technologies. Entitled *The Natural Gas Industry: Monopoly and Competition in Field Markets*, the book was written by Edward J. Neuner, assistant professor of economics in San Diego State College. Its publication was aided by a grant from the Ford Foundation.

The three-part study is essentially an examination of market structures and an analysis of seller market behavior in the gas field. The author was fortunate to find data for his analysis in the form of 723 natural gas purchase contracts negotiated between gas pro-

ducers and interstate pipelines during the period from 1944 to 1953. (The period of the major postwar expansion of the industry was from 1945 to 1953.) These contracts are the foundation for much of the study.

The stated objective of Mr. Neuner's work "is to provide factual and analytical materials needed for a rational policy decision and to offer a policy judgment on the monopoly issue in natural gas production." The issues as Mr. Neuner sees them are the question of the existence of monopoly and, assuming workable competition in the gas field, whether or not the scarcity returns from the depleting natural resource shall accrue to the owners of gas reserves or to the general public.

In his closing chapter, the author presents a policy proposal. He says, "As far as the facts and analyses of this study have been able to show, the requisite condition of monopoly is difficult to find. It is not that the investigation has been unable to discover any element of market power, or that regulatory intervention of any kind is unnecessary. Rather, it is a case where the degree of market power on the seller side of the field market simply does not appear great enough to

warrant the application of public price controls. . . .

"Long-term purchase contracts and the escalator of price redetermination can result in a level of field prices higher than that which would prevail in a competitive field market. The impact of these market imperfections has not always been clearly comprehended in the controversy over gas field monopoly. Yet their unrestrained operation could lead to field price levels unrelated to long-term demands for gas. Such field price distortions would not be easily corrected, and it is this possibility . . . which has undoubtedly motivated pipeline and gas distributor support for field price regulation.

"Regulatory intervention, short of fixing field prices can be designed to mitigate substantially, if not resolve, the problem. . . . In its simplest and strongest form, the proposed intervention would seek to eliminate any long-term contractual commitments of natural gas reserves. . . ." He concludes, "In general, if field price regulation is to be avoided, it is essential that contractually imposed barriers to market adjustment be removed."

Idea nets foreman \$225



Jake Ruder, Northern Illinois Gas Co., Aurora, Ill., proposed use of clamp-on stopper nipple and sleeves installed with jack arrangement for emergency gas main repairs

LP-Gas listing clarified

THE LONG campaign waged by the liquefied petroleum gas industry to obtain uniform LP-Gas listing in the classified telephone directory has been won. To eliminate the confusion resulting from a multiplicity of listings, a formal request was made to the Yellow Pages Heading Committee of the Bell Telephone System, by the National LP-Gas Council.

The committee has recommended to Bell-affiliated companies that, effective with the issue of new classified directories in September, 1960, all LP-Gas listings be placed under the heading "Gas—Liquefied Petroleum, Bottled and Bulk."

Walworth forms division

THE WALWORTH Co., New York, N. Y., has announced the formation of a new lubricated plug valve division, with sales and service headquarters in Houston, Texas.

The new division is headed by Walworth's new vice president in charge of lubricated plug valve operations, Clyde W. Cook.

Purchase deal spurs gas exploration in Arkansas

ONE of the most important industrial development steps in the history of Arkansas was recently disclosed with the announcement that Arkansas Louisiana Gas Co., Little Rock, Ark., has entered a long-term agreement to purchase all natural gas produced by Gulf Oil Corporation in the rapidly developing Arkansas Valley area of western Arkansas.

Report research on gas appliance vent systems

DESIGN procedures for the sizing of the vent pipe and chimneys for gas appliances are discussed in a new research report recently issued by the A. G. A. Laboratories.

Research Report 1,300, *Sizing of Vent Pipe and Chimneys for Gas Appliances*, presents information obtained during research under a PAR plan activity sponsored by the A. G. A. Committee on Domestic Gas Research as Project DA-5-HA, "Investigation of Elements of Gas Appliance Vent System Design."

The publication covers design procedures for individual and multiple appliance gas

Northern Natural extends service

NORTHERN Natural Gas Co., Omaha, Nebr., has announced plans to extend natural gas service this year to 58 new communities in Iowa, Minnesota, and Wisconsin. Construction was begun this month, and the company hopes to have the program completed in time for the 1960-1961 season.

The effect of the agreement is that present and potential natural gas production from more than 300,000 acres of leases in western Arkansas will remain in the state, dedicated to use by Arkansas industries and homes. Consummation of the agreement will enable Gulf to immediately undertake extensive drilling and development of its acreage in the Arkansas Valley.

Suggested multistory vent design procedures are given in the appendix. The main factors considered are vent and vent connector materials, vent connector configurations, size and height of vent pipe or chimney, and appliance rated input.

Research Report 1,300 was prepared by E. H. Perry of the staff of the A. G. A. Laboratories. Copies of the report are available from the Laboratories, 1032 East 62nd St., Cleveland 3, Ohio, or from A. G. A. for \$1.50 each. The catalog number of the report is 135/DR.

Arkla introduces new line of gas meters

ARKLA Air Conditioning Corp., Evansville, Ind., will manufacture and market a new line of natural gas meters, according to a recent announcement.

The first meter developed by Arkla's new meter division is the Arkla V 250, a domestic gas meter, with a capacity of 250 cubic feet per hour. According to Arkla, the new meter weighs less and is smaller than any meter of the same capacity. The meter hous-

ing is of die-cast aluminum. There are six moving units in the measuring mechanism, 50 per cent less than in most meters. Its light weight is emphasized by the fact that the moving units weigh only one third of those of other meters of similar capacity. It is 11 1/8 inches high, 10 3/4 inches wide at the front, and measures 8 7/8 inches from front to rear. Distance between connections is six inches.

Pennsylvania Gas Association elects Smoker president at annual meeting



New officers of the Pennsylvania Gas Association are (front row, l. to r.) John E. Geesey, first vice president; E. H. Smoker, president; John H. Ware III, second vice president. In back row are A. Ray Thomson, treasurer; William C. Pierson, retiring president; H. F. Dimmler, secretary

E. H. SMOKER, president, The United Gas Improvement Co., Philadelphia, Pa., has been elected president of the Pennsylvania Gas Association.

Other officers elected include first vice president—John E. Geesey, president, York County Gas Co.; second vice president—John H. Ware III, president, Penn Fuel Gas, Inc.; third vice president—Roger A. McShea, Jr., vice president, Scranton Spring Brook Water Service Co.; secretary—Henry F. Dimmler, executive assistant, Philadelphia Electric Co.; treasurer—A. Ray Thomson, paymaster, Philadelphia Electric Co.

Four new members were elected to the governing council of the association for three-year terms. They are Charles G. Simpson, general manager, Philadelphia Gas Works division of The United Gas Improvement Co.; Leonard B. Richards, vice president, The United Gas Improvement Co.; Philip D. Fowler, Jr., president, Lovekin Water Heater Co.; Conrad F. Mills, manager, general accounting division, Philadelphia Electric Co.

Gas-equipped airport operating

CANADA'S first completely gas-equipped airport, according to the Canadian Gas Association, went into operation in July, 1960, at Goodwood, Ontario, Canada, and offers further proof of the widening acceptance of gas lighting for airports.

The airport at Goodwood has three separate runways individually controlled and gas-lighted. Operators of the airport say that the gas lights reduce glare and require a minimum of servicing. The 250-acre field near Toronto has 2,600-foot and 3,000-foot runways and a 600-foot taxi strip.

Joe Koblinsky, owner of the field and a well-known Toronto builder, and Bill McKeown, north central area sales supervisor of The Consumers' Gas Company, last year flew to Little Rock, Ark., to inspect an airfield with a similar natural gas installation, which was made by the Arkansas-Louisiana Gas Company. Favorably impressed with the U. S. project, Mr. Koblinsky asked Consumers' to install natural gas lighting.

The gas lights at the Canadian airport are modifications of a model manufactured by Arkla Air Conditioning Corporation. The 94 cones used on the runways and the installation of regulators and shut-off valves were designed by Consumers'.

Natural gas is used in the airport restaurant for cooking and water heating. Hangars and workshops are also gas heated.

Washington Natural honors outstanding senior



High school home economics teacher, Lucille Jahnke (l.), beams with pride as Linda Anne Mahler is awarded June Holladay Home Economics Scholarship by Charles M. Sturkey, president, Washington Natural Gas Co., Seattle, Wash. Award is to promote interest in high school, college home economics

Free gas industry advertising mats offered by GEM group sponsors

THE SPONSORS of the Gas Equipment Manufacturers Group, New York, N. Y., have announced the availability of free two-column newspaper advertising mats to gas industry advertisers.

The theme of the series of mats is the idea that "Gas is 7 ways better for the 7 big household services." "Gas is," the advertisements state pictorially and editorially, "economical, dependable, automatic, fast, clean, safe, and silent for ranges, water heaters, clothes dryers, incinerators, heating units, air conditioners, refrigerators."

The following manufacturers of equip-

ment used in the production, transmission, and distribution of gas made possible the 1960 GEM program of national consumer magazine advertising: American Cast Iron Pipe Co.; American Meter Co.; The Cleveland Trencher Co.; Fisher Governor Co.; E. F. Griffiths Co.; Koppers Co.; Mueller Co.; Pipe Line Service Corp.; Reynolds Gas Regulator Co.; Rockwell Manufacturing Co.; M. B. Skinner Co.; The Sprague Meter Co.; Superior Meter Division, Neptune Meter Co.; The Tapecoat Co.; Union Switch and Signal division of Westinghouse Air Brake Co.; U. S. Pipe and Foundry Co.; Vulcan

Rubber Products division, Reeves Bros.

Those interested in obtaining a brochure or other information on the GEM advertising mat service should address the Gas Equipment Manufacturers Group, 60 East 42nd St., Suite 2925, New York 17, N. Y.

'Times' columnist criticizes electric campaign

ADVERTISING COLUMNIST Robert Alden in the issue of *The New York Times* for August 4, 1960, questioned the wisdom of Edison Electric Institute's current advertising theme. His article, entitled "Advertising: Competitive Fight Can Misfire," cited samples from the \$6 million "Live Better Electrically" campaign recently opened by EEI. The gas industry is not mentioned in any of the advertising of the EEI campaign, but the implication in the copy is that heads of households and housewives who do not use electricity are endangering the lives of members of their family, Mr. Alden pointed out.

The tack that the advertising has taken was foreshadowed by a plank in the copy platform adopted by EEI and forwarded to Compton Advertising, according to Mr. Alden. It read: "Be sharply competitive with other fuels. Do this by exploiting the exclusive

consumer benefits that stem from the fact that electricity is flameless."

Mr. Alden's article states: "In explaining the use of the word flameless, R. G. MacDonald, chairman of EEI's sales division executive committee, says that the gas industry's \$6 million program emphasizes the advantages of cooking and heating with a flame; therefore, the word flame is a fair target for a comparative attack.

"But in its attack, the institute has shifted the ground of the battle from cooking or heating to safety. If the gas people were to follow suit, they could, without the use of an excess of imagination, counter with safety claims of their own."

The end result, Mr. Alden stated, could be complete confusion on the part of consumers, with benefit to no one, and only harm to all concerned, including the advertising industry.

Good will leader honored



Glen E. Foster (l.), senior vice president of The Brooklyn Union Gas Co., New York, N. Y., receives plaque from C. A. Allen of the National Conference of Christians and Jews, for promoting "good will and understanding"

Highlights of cases before the Federal Power Commission

Bureau of Statistics, American Gas Association

Certificate cases

● **Colorado Interstate Gas Co. and El Paso Natural Gas Co.** have been authorized in a decision filed by Presiding Examiner Woodall and subject to review by the commission to build pipeline facilities to supply an additional 470 million cubic feet of natural gas per day to market areas in southern California. Colorado Interstate will build a 155-mile 34-inch pipeline from Rock Springs, Wyo., to Provo, Utah, where it will connect with a line extending to the California border to be constructed by El Paso Natural. In addition, Colorado Interstate will build nearly 477 miles of pipeline and install 83,880 horsepower in compressor capacity at new and existing stations to provide increased service to customers in the Rocky Mountain area. Both projects are estimated to cost a combined total of \$92.8 million. The El Paso Natural project, including 395 miles of 34-inch pipeline and a 7,200 horsepower compressor station, will cost an estimated \$58.7 million. Colorado Interstate will sell 235 million cubic feet of natural gas daily to El Paso Natural at Rock Springs and transport another 235 million cubic feet daily for El Paso Natural from Rock Springs to Provo. Colorado Interstate will carry the entire quantity of natural gas from Rock Springs to Provo; El Paso Natural will take it to the California border. Colorado Interstate will transport nearly 80 million cubic feet daily for its customers in the Rocky Mountain area.

● **El Paso Natural Gas Co.** has been granted temporary authority to install and operate an additional 6,800 horsepower at its Goldsmith compressor station and to construct and operate facilities at its Goldsmith purification and dehydration plant at a combined estimated cost of \$3.9 million. These facilities will provide an additional 58.8 million cubic feet per day capacity at the Goldsmith plant.

● **Equitable Gas Co.** has been authorized to construct nearly 59 miles of pipeline during the period 1960-1962 in West Virginia and Pennsylvania. These facilities, at an estimated cost of \$5.4 million, will increase the system's capacity by 76 million cubic feet of natural gas daily.

● **Hope Natural Gas Co.** has received temporary authorization to replace about 20 miles of 12-inch pipeline with 20-inch pipeline in West Virginia at a cost of \$2.1 million. The larger facilities are needed to make better use of the delivery capacity of its storage pools and to make more gas available to the market in Parkersburg.

● **Kansas-Nebraska Natural Gas Co.** has been temporarily authorized to construct 167 miles of pipeline at an estimated cost of \$1.7 million to extend its system in northwestern Nebraska. These facilities will deliver wholesale natural gas to Western Gas Fuel Co. for

new service in the Nebraska communities of Chadron, Crawford, Hay Springs, Hemingford, Gordon, and Ruchville.

● **Mountain Fuel Supply Co.** has been temporarily authorized to construct and operate natural gas facilities estimated to cost about \$3.1 million that will be used to raise pipeline capacity to more than 260 million cubic feet of natural gas per day. The authorization includes a 20-mile loop line, a 2,640 horsepower compressor station, and the replacement of approximately 13 miles of line with large-diameter pipe.

● **Natural Gas Pipeline Company of America and the Peoples Gulf Coast Natural Gas Pipeline Co.,** both subsidiaries of The Peoples Gas Light and Coke Co., have been authorized to construct nearly \$74.6 million in new pipeline facilities. The former will increase its daily design capacity by 100 million cubic feet, with the addition of 331 miles of loop lines and additional metering and regulating facilities at an estimated cost of \$31.2 million. The latter will increase its daily design capacity by 85 million cubic feet with the construction of 371 miles of 30-inch line, paralleling parts of its existing system; 56 miles of supply lines; purchase meters; and a new 6,700 horsepower compressor station, at an over-all cost of \$43.4 million.

● **Northern Natural Gas Co.** has filed an application seeking authorization to construct and operate nearly 41 miles of gathering lines to loop existing lines and to build a 7,000 horsepower compressor station. Facilities at the Spearman plant will be enlarged to provide an additional 50 million cubic feet per day in dehydration capacity and an additional 100 million cubic feet per day in hydrocarbon extraction capacity. The over-all cost of these facilities is estimated at \$5.3 million.

● **Pennsylvania Gas Co.** has been authorized to activate and operate the Summit gas field in Pennsylvania as an underground natural gas storage field. The storage field, to be activated at a cost of nearly \$1.2 million, will alleviate the demand for additional space heating gas.

● **Tennessee Gas Transmission Co.** has been granted authority to construct and operate more than 12 miles of pipeline extending from a point on the existing Grand Cheniere line in Louisiana to a platform in Block 16 field in offshore Louisiana. These facilities, to be constructed at a cost of \$1 million, will be used to tap the company's own offshore reserves and to facilitate acquiring newly discovered reserves in the adjacent areas.

● **Texas Eastern Transmission Corp.** and three other transmission companies have received approval of their construction applications in a decision filed by Presiding Exam-

iner Woodall. The over-all project, to cost \$58 million, will provide a new winter natural gas service to 23 wholesale customers of Texas Eastern and will make available to them a maximum of 334 million cubic feet of natural gas per day. Texas Eastern will construct a new 3,300 horsepower compressor station and 214 miles of pipeline in Pennsylvania, New Jersey, and New York at a cost of nearly \$41 million. It will also jointly develop the Leidy Storage Field in Pennsylvania, with New York Natural Gas Corp. and Transcontinental Gas Pipe Line Corp. at a cost of \$8 million. The decision grants the Algonquin Gas Transmission Co. application to build 30 miles of pipeline in Massachusetts and install an additional 8,000 horsepower in compressor capacity at a total cost of \$5.5 million, and to receive, transport, and sell 75 million cubic feet of winter gas to be received from Texas Eastern. Transcontinental's authorization includes construction of a 6,000 horsepower compressor station at an estimated cost of \$3 million.

● **Texas Gas Transmission Corp.,** under FPC authority, will construct and operate nearly 24 miles of loop lines in Louisiana and 56 miles of pipeline in Indiana and add a total of 6,700 horsepower compressor capacity in three stations in Tennessee, Kentucky, and Louisiana. These facilities, to be constructed at an estimated cost of \$7.9 million, will be used to take an additional 70 million cubic feet of natural gas daily from producers in southern Louisiana and to provide better flexibility to the northern portion of the system. The company has also been authorized to develop the West Greenville gas field in Kentucky as an underground storage field. The authorization includes 30 miles of pipeline, a 1,760 horsepower compressor station, and other facilities, to be constructed at a combined cost of \$2.5 million. The rights and interests to the field will be purchased for another \$1 million.

● **Transwestern Pipeline Co.** has received temporary authority to construct and operate about 250 miles of gathering lines; three new compressor stations, with a combined capacity of 8,040 horsepower; and appurtenant equipment. Total cost of these facilities will exceed \$8.7 million and will enable the company to purchase additional reserves of natural gas from the same areas it now has under contract that are coextensive with its system in west Texas and the Anadarko Basin areas of Texas and Oklahoma.

Rate cases

● **Coastal Transmission Corp. and Houston Texas Gas and Oil Corp.** have had their first rate increase applications suspended until December 1, 1960, when they may be put into effect, subject to refund. The original applications, rejected in June as inconsistent with conditions contained in the 1956 certifi-

cases of authorization, were refiled with a request to modify the certificate conditions. The commission has waived the conditions to allow the companies to file for higher rates. The proposed increase submitted by the former corporation includes \$1,429,920 in sales of gas and an increase of \$911,970, applicable to gas transported for its affiliated company, for an over-all increase of \$2,341,890 or 15.2 per cent annually. The latter has proposed an increase of \$407,750 annually for its 30 wholesale natural gas customers in Florida and an increase of \$933,130, applicable to natural gas transported for two electric power companies, which combined represent an 8 per cent annual increase. Both companies claim a 7 per cent rate of return.

SUMMARY OF INDEPENDENT GAS PRODUCER RATE FILINGS—JUNE, 1960

	Number	Annual Amount
Tax rate increases allowed without suspension	3	\$ 4,609
Other rate increases allowed without suspension	44	330,923
Rate increases suspended	107	4,801,654
Total rate increases	154	5,137,186

Metalbestos offers reprints

THE METALBESTOS division of William Wallace Co., Belmont, Calif., has purchased two full color pages in the Midwest edition to Rocky Mountain edition of the September *Reader's Digest* to tell of the superiority of vented gas heat.

To permit gas utilities to capitalize on this promotion, Metalbestos has offered to supply reprints to all utilities requesting them. Requests should be sent to William Wallace Co., Box 137, Belmont, Calif.

High public relations value of new office buildings stressed in 'New York Times'

THE IDEA that good architecture is good business was the subject of an article by Thomas W. Ennis in the issue of *The New York Times* for August 7, 1960.

Mr. Ennis believes that utilities and other companies have learned that buildings can be showcases, designed to present a corporate image. In many cases, the buildings may be regarded as community assets, he said, and as such their public relations value is beyond reckoning in dollars.

A good example of such new architecture is the 14-story office building of The Brooklyn Union Gas Co., New York, N. Y., now under construction in the area of the \$200 million Brooklyn Civic Center and Downtown Improvement Program.

Innovations of the Brooklyn Union construction include basement parking, programmed elevators, a top-floor heating and air conditioning center, and a "floating" floor for the data processing area.

The A. G. A. MONTHLY would be interested in learning of other utilities that are following the new trend toward architectural public relations. If your company has completed or is undertaking such construction, the MONTHLY would appreciate receiving for possible publication glossy photographs of the finished building or of the architect's rendering.

Tax rate decreases allowed without suspension	—	—
Other rate decreases allowed without suspension	2	1,286
Total rate decreases	2	1,286
Total rate filings (all types)	662	—
Total rate filings acted on from June 7, 1954 to June 30, 1960	47,606	—
Rate increases disposed of after suspension (during June 1960)	114	405,000
Amount allowed	—	394,476
Amount disallowed	—	—
Amount withdrawn	—	10,524
Rate increases suspended and pending as of June 30, 1960	3,325	\$169,809,919

● In other FPC actions, the Cumberland and Allegheny Gas Co. has been authorized to transfer its Maryland distribution facilities to Columbia Gas of Maryland. This is another step in the plan of Columbia Gas System for realignment of properties so that each operating property will be subject to regulation by only one regulatory agency. In another effort at simplification, The Peoples Gas Light and Coke Co. has filed

Gas display featured

THE ISSUE for June, 1960, of *Display World* for the first time in a long while featured an appliance display on its cover. The work of John Raymond, display manager for Washington Gas Light Company, the display pictured in color on the cover of the magazine featured a Caloric gas range shown in the utility's window during its range campaign of spring, 1960. The display was entitled "Remodeling Your Kitchen?" and prominently displayed A. G. A. seals.

an application proposing that its subsidiary, the Natural Gas Pipeline Company of America acquire another subsidiary, the Peoples Gulf Coast Natural Gas Pipeline Co. The latter subsidiary was organized last year to acquire the pipeline system of Texas Illinois Natural Gas Pipeline Co., an affiliate, as a first step in the realignment program. The FPC has reopened hearings involving competing plans of two companies seeking to serve natural gas to the Massena-Ogdensburg area of New York State. The St. Lawrence Gas Co. has been authorized by Presiding Examiner Purdue to serve this area. The National Energy Board of Canada has denied the first application of supplier Niagara Transmission Co. to export gas to the U.S., but has approved a second application. The board's treatment of the second application, however, would require the company to make changes in its hearing exhibits. Competitor Niagara Mohawk Power Co. and its supplier, New York State Natural Gas Corp., are also proposing revisions in their economic exhibits. The case is being reopened to permit the parties to submit additional relevant evidence.

Date of seminar changed

THE A. G. A. Commercial Kitchen Planning Seminar, which had been announced as scheduled for October 24 through 29, 1960, will be held September 26 through 30, 1960, at the Kellogg Center, Michigan State University, East Lansing, Mich.

This is the second conference on commercial kitchen planning to be sponsored by the Industrial and Commercial Gas Section of A. G. A. It has been designed essentially for commercial gas salesmen.



One of many businesses that have found it pays to advertise with architecture is The Brooklyn Union Gas Company. Here is a model of the utility's general office building now under construction

To honor best "PR" program

THE GAS industry's outstanding public relations program during the past year will be honored by A. G. A. at its 43rd annual convention in Atlantic City, N. J., October 10 through 12, 1960.

The winner of the fourth annual Public Relations Achievement Awards competition and leaders in several special classifications, will be chosen by H. Walton Cloke, president of the American Public Relations Association; Kenneth Youel, president of the Public Relations Society of America; and Dean Hale, editor of the *American Gas Journal*, Dallas.

A. G. A. announces publications, promotional materials for September

EDUCATIONAL SERVICE BUREAU

• **Look to the Future—The Gas Company in Your Community.** Filmstrip with teachers' guide. One to nine, \$1.65 each, postage included; 10 or more, \$1.50 each, plus postage. Cat. no. ED-16.

PUBLICATIONS

• **1959 A. G. A. Proceedings.** To members and libraries, \$3.50; to non-members, \$7. Cat. no. 3h/PB.

OPERATING

• **New Equipment at Work,** by T. L. Goldsmith. Free. Cat. no. DMC-60-100.
• **A Washington Report on Federal Communications Commission Developments,** by J. E. Keller. Free. Cat. no. DMC-60-101.
• **What's New in Paint Application?** by L. L. Sline. Free. Cat. no. DMC-60-102.
• **Tools and Equipment for Service Operation,** by C. O. Williams. Free. Cat. no. DMC-60-103.

INDUSTRIAL AND COMMERCIAL

• **Modern Fundamentals of the Heat Treatment of Steel,** by S. T. Olinger. Information Letter 113. First 25 copies, free; 26 or more copies, 25 cents each. Cat. no. 95/I.
• **Vitreous Enameling of Aluminum,** by A. Q. Smith. Information Letter 114. First 25 copies, free; 26 or more copies, 25 cents each. Cat. no. 96/I.
• **Tank and Solution Heaters,** by N. E. Keith. Information Letter 115. First 25 copies, free; 26 or more copies, 25 cents each. Cat. no. 97/I.
• **Reverberatory Iron Melting,** by S. J. Michaels. Information Letter 116. First 25 copies, free; 26 or more copies, 25 cents each. Cat. no. 98/I.
• **Proposed American Standard for Installation of Consumer-owned Gas Piping and Gas Equipment on Industrial and Commercial Premises.** Information Letter 90. First 25 copies, free; 26 or more copies, 25 cents each. Cat. no. 48/I.

PREMIUMS AND PRINTED MATERIALS

• **Ten Reasons RCA Whirlpool No-Frost Gas Refrigerators Give You More Wanted Features, Including Economy.** One of the

West Coast utilization meeting draws 170

A TOTAL of 170 gas industry representatives attended the A. G. A.-Pacific Coast Gas Association West Coast Research and Utilization Conference held June 6 and 7, 1960, in Santa Monica, Calif.

The theme of the conference was developed by T. L. Robey, A. G. A.'s director of research, who spoke on the over-all A. G. A. research program; by W. E. Mahaffay, vice president-engineering and research, Whirlpool Corp., whose address was entitled "Research for What and Whom"; and by Earl H. Eacker, president, Boston Gas Co., whose luncheon talk was concerned with converting

research results into practical application. Walter G. Barlow, president, Opinion Research Corp., addressed the group at the second day's luncheon on the subject, "A Salesman Looks at Research."

A broad review of research projects being conducted at A. G. A. Laboratories was a part of the extensive, informative program. C. B. Gamble, Jr., vice president, Alabama Gas Corp., spoke on the PAR air conditioning research program. A review of the need for improvement in commercial cooking appliances held a prominent place in the program. Conference general chairman was R. I. Snyder.

Big Ten series of consumer booklets. One to 999, 4½ cents each; 1,000 to 9,999, 4¼ cents each; 10,000 or more, 4 cents each. Prices include postage. Cat. no. 35/GD.

CLEVELAND LABORATORIES

PLEASE NOTE: The following three publications are available at these discount prices—one to nine copies, single copy price; 10 to 49, 15 per cent; 50 to 99, 20 per cent; 100 to 499, 25 per cent; 500 or more, 33½ per cent.

• **Addenda to American Standard Z21.10.1—1959 Approval Requirements for Gas Water Heaters, Volume I.** 50 cents. Cat. no. Z21.10.1a-1960.
• **Addenda to American Standard Z21.22—1958 Listing Requirements for Relief Valves and Automatic Gas Shutoff Devices for Hot Water Supply Systems.** 15 cents. Cat. no. Z21.22a-1960.
• **Addenda to American Standard Z21.13.2—1958, Z21.13.2a—1959 Approval Requirements for Central Heating Gas Appliances, Volume II.** 50 cents. Cat. no. Z21.13.2b-1960.

NEW FREEDOM KITCHENS

• **Model Home Appliance Card, Gas Lights.** Easel-backed display card. 50 cents. Cat. no. 67 a/K.
• **All-gas Editorial—Advertising Section.** Reprint from *American Builder* magazine, September, 1960. 15 cents. Cat. no. 74/K.
• **Small Model Home Appliance Cards.** Easel-backed display cards, eight by six inches in size. 20 cents. **Modern Gas Heat,** Cat. no. 73/K; **Gas Incineration,** Cat. no. 73 a/K; **Gas Clothes Dryer,** Cat. no. 73b/K; **Automatic Gas Cooking,** Cat. no. 73c/K; **Gas Refrigeration,** Cat. no. 73 d/K; **Gas Water Heating,** Cat. no. 73 e/K; **Gas Lighting,** Cat. no. 73 f/K.

UTILIZATION

• **Third edition of the Gas Appliance Service Manual,** by the A. G. A. Committee on Gas Appliance Service Manuals. One copy, \$5.25; two to 10, \$5; 11 to 100, \$4.75; 101 or more, \$4.50. Cat. no. 27/U.
• **Supplement Service to Gas Appliance Service Manual,** by the A. G. A. Committee on Gas Appliance Service Manuals. One

copy, \$3.95; two to 10, \$3.60; 11 to 100, \$3.20; 101 or more, \$2.95. Cat. no. 27 s/U.
• **Gas Wins Top Marks in School Heating,** by W. Roger Sarno. Reprint on school heating from A. G. A. MONTHLY. Six cents. Cat. no. 28/U.

ACCIDENT PREVENTION

• **Safety Siftings, Volume 5, Number 2, June, 1960.** Digest of articles from company safety bulletins. One copy, free to members, 10 cents to non-members; more than one copy, 10 cents to members and non-members. Cat. no. 44 b/AP.
• **How's Your DIFR? Explanation of American Standards Association Z16.1.** One to 99, eight cents; 100 to 499, seven cents; 500 to 999, six cents; 1,000 or more, five cents. Cat. no. 46/AP.

RESEARCH

• **Sizing of Vent Pipe and Chimneys for Gas Appliances,** by E. H. Perry. Research Report 1,300. \$1.50. Cat. no. 135/DR.
• **Design and Performance Characteristics of High Recovery Gas Storage Water Heaters,** by J. W. Gergel and J. C. Griffiths. Research Report 1,311. \$1. Cat. no. 132/DR.
• **Flame Characteristics of Gas Storage Water Heater Burners,** by J. W. Gergel and J. C. Griffiths. Research Bulletin 82. \$2. Cat. no. 133/DR.
• **Natural Gas Supplements by Cyclic-Regenerative Hydrogasification of Oils,** by J. M. Reid, W. G. Bair, and H. R. Linden. Research Bulletin 28. \$5. Cat. no. 47/OR.

STATISTICS

• **Monthly Bulletin of Utility Gas Sales, May, 1960.** By subscription, \$1 per year. Cat. no. 60/S 5.
• **Setting Sales Quotas.** Another chapter in the *A. G. A. Marketing Research Handbook*. Free. Cat. no. 65/S.
• **Salesmen's Compensation Plans and Marketing Research.** A chapter in the *A. G. A. Marketing Research Handbook*. Free. Cat. no. 66/S.
• **The Gas Industry Today and Tomorrow,** by Wister H. Ligon. An address delivered to the New York Society of Security Analysts, May 4, 1960. Free. Cat. no. 63/S.

Personal and otherwise

C. S. Stackpole reappointed to national committee

C. S. STACKPOLE, managing director of C. A. G. A., has been reappointed to the Association Committee of the Chamber of Commerce of the U. S. His reappointment is for a one-year term.

As a member of the Association Committee, Mr. Stackpole joins with 40 association executives and leaders representing a wide range of business and industry.

Among Mr. Stackpole's committee duties will be advising the national chamber's board of directors, which acts in behalf of the chamber's membership, in the development of activities and services aimed at increasing the

effectiveness and efficiency of trade and professional associations.

The Association Committee also works to help educate business, government, and the public on the value of associations.

Walworth promotes Hoffman

WALWORTH Co., New York, N. Y., has named Gustav A. Hoffman as vice president, sales. Mr. Hoffman has returned to the company he served for 27 years, after leaving in 1959 while assistant vice president in charge of metropolitan division sales.

Schwimmer promoted to assistant director A. G. A. Bureau of Statistics

IRWIN S. SCHWIMMER, a member of the staff of the A. G. A. Bureau of Statistics for the past 12 years, has been appointed assistant director of the bureau. He also will become the bureau's rate specialist.

Mr. Schwimmer joined A. G. A. as a junior

statistician in 1948 after serving a year with the National Industrial Conference Board, New York, N. Y. A graduate of New York University's School of Commerce, where he was an economics major, he also studied economics in the Graduate School of Arts and

Sciences at New York University.

The new assistant director lives in Brooklyn, N. Y., with his wife and two children. He served four years in the U. S. Air Force during World War II and saw overseas service in Burma as a control tower operator.

Robinson becomes a vice president at Texas Eastern, succeeding Cunningham

ERNEST T. ROBINSON, JR., has been named vice president in charge of gas operations of Texas Eastern Transmission Corp., Shreveport, La. He has succeeded E. R. Cunningham, who has retired.

Mr. Robinson has been associated with Texas Eastern since 1947, the year of the

company's founding. In the ensuing years he has served as engineer, assistant pipeline superintendent, division manager, assistant general superintendent, and, since 1957, as general superintendent of gas operations.

Mr. Robinson is a graduate of Louisiana Polytechnic Institute, holding a bachelor-of-

science degree in civil engineering. His first professional experience was with the U. S. Corps of Engineers in Vicksburg, Miss. In 1939 he joined United Gas Pipeline Company and from 1943 until 1947 was an engineer for Columbian Gasoline and Carbon Company.

Olmsted resigns from Long Island Lighting to serve Columbia University

JOHN J. TUOHY, president of Long Island Lighting Company, Mineola, N. Y., has announced that he has regrettably accepted the resignation of Robert G. Olmsted, vice chairman of the board. The resignation became effective June 30, 1960.

Mr. Olmsted informed the board of direc-

tors at a recent meeting that the reason for his resignation is that he has received and accepted an offer of Columbia University to serve as its vice president in charge of business and financial affairs. He added that his decision came after deep and serious consideration in view of his long and pleasant

association with the company. He assumed his new duties September 1, 1960.

Mr. Olmsted had been an officer of Long Island Lighting since 1938, when he became its treasurer. In 1946 he became the company's vice president for finance and in 1957 vice chairman.

Boothby retires from Washington Gas Light; Bittinger is chief executive officer



E. J. Boothby



D. S. Bittinger

EFFECTIVE July 1, 1960, Everett J. Boothby retired from active service with Washington Gas Light Co., Washington, D. C. Mr. Boothby joined the company in 1932 as vice president and general manager and served as president from 1949 until 1958. He will remain as a member of the board of directors, of which he has been chairman since 1954, and will be a consultant to the company.

Mr. Boothby was educated in the public schools of Somerville, Mass., and was graduated from Tufts College in 1915, with a degree of bachelor of science in chemical en-

gineering. After seven years in chemical engineering in the industrial field, he entered gas utility service in 1922 with New England gas companies under the management of Stone and Webster Service Corporation.

President of A. G. A. in 1946, Mr. Boothby currently is a director of the association. His nine years on the A. G. A. board have included two years as a member and vice chairman of the executive committee.

Active in national gas industry affairs since World War II when he was named to A. G. A.'s Post War Planning Committee, he has been closely associated with the A. G. A. PAR program since its inception. He was chairman of the PAR Committee in 1950.

Mr. Boothby also has played prominent roles in other major A. G. A. planning and policy-making committees. He is past chairman of the Executive Conference, General Convention and General Nominating Committees, Manufactured Gas Department, Domestic Gas Research Committee, and the Special Committee on Public Opinion Survey.

He served three years on A. G. A.'s Special Committee of Executives on Public Affairs and three years as an A. G. A. delegate to the Chamber of Commerce of the U. S.

Donald S. Bittinger, who was elected president of Washington Gas Light in 1958, will continue in that capacity and, in addition, has become chief executive officer upon Mr. Boothby's retirement.

Mr. Bittinger is a native Washingtonian and holds degrees from both American University and Johns Hopkins University. He joined the company in 1933 as a cadet engineer and became acquainted with all major departments of the company by serving in various capacities, including assistant to the vice president, superintendent of service, superintendent of production, general superintendent of the change-over to natural gas, and director of personnel. He was appointed general superintendent in 1949. In 1953 he was elected vice president-operations and served in that capacity until his election as president in 1958.

Mr. Bittinger has been active in A. G. A. affairs, serving on various Operating Section committees over the years and later on the Gas Operations Research Committee, the PAR Committee, and the General Managing Committee of the General Management Section. He currently serves as chairman of the General Nominating Committee.

Inglis succeeds Moshier as assistant secretary A. G. A. Operating Section

LESTER B. INGLIS, JR., formerly with The Columbia Gas System's United Fuel Gas Co., Charleston, W. Va., has been named assistant secretary of the American Gas Association's 3,700-member Operating

Section. He succeeds Fredric Moshier, who has entered private business.

Mr. Inglis has served for the past four years as an engineer in United Fuel's gas measurement department. He entered Co-

lumbia's service as a junior engineer in 1955. A 1953 civil engineering graduate of Lehigh University, he is a registered professional engineer in New York and West Virginia.

Kemper becomes Mueller executive vice president

JACKSON KEMPER, former vice president and general manager of the forge and fittings division of the H. K. Porter Company, has been named executive vice president of Mueller Co., Decatur, Ill. He has succeeded

W. H. Hipsher, who has resigned due to the condition of his health.

Mr. Kemper, 51, who has been living near Boonton, N. J., received a bachelor-of-science degree from Hobart College in 1934.

Kennedy succeeds Diesing

JTHEODORE (TED) KENNEDY has been named public relations director for Kansas-Nebraska Natural Gas Co., Phillipsburg, Kans. He will replace James J. Diesing, who has accepted a position with Northern Natural Gas Company. Mr. Diesing has been with Kansas-Nebraska since 1955.

A native of Belfast, Ireland, Mr. Kennedy is a graduate in business administration of Wheaton College, Wheaton, Ill., and he did graduate work at the University of Michigan School of Business Administration.

Kathleen Brick replaces Edna Poyner at Norge



K. Brick

KATHLEEN BRICK was recently appointed as regional home service director of 10 western states for the Norge division of Borg-Warner Corp., Chicago, Ill. She succeeds Edna Poyner, who was recently promoted to assistant home service director, with offices in Chicago.

Miss Brick will work closely with Norge distributors and dealers in promotion, sale, and use education of Norge

home appliances.

For nearly five years Miss Brick was fabric and laundry consultant with Lever Brothers Company and Monsanto Chemical Company, with headquarters in San Francisco, Calif. Earlier in her career she was with Rike-Kumler Company.

Mansfield elected director

DBRUCE MANSFIELD, executive vice president and general counsel of Ohio Edison Co., Akron, Ohio, has been elected a director of the utility. Mr. Mansfield joined the company as general counsel in 1948.

Klein elected Cities Service vice president, director



C. T. Klein

CHARLES T. KLEIN was recently elected vice president and director of Cities Service Gas Co., Oklahoma City, Okla.

Mr. Klein has been manager of the natural gas division of Cities Service Oil Co. (Del.), Bartlesville, Okla., and a member of that company's board of directors. His election to the vice presidency of the gas company fills

a new post created by the company's board.

Mr. Klein first joined Cities Service in 1946 as an attorney in the legal division of the oil company at Bartlesville. He was named manager of the company's natural gas division in 1949 and was elected director of the oil company in 1953.

He was graduated from the University of Michigan in 1938.

He was engaged in private law practice in Tulsa, Okla., from 1938 until he entered military service in 1941. He served with the U. S. Army Air Corps as an intelligence officer in the South and Southwest Pacific areas until 1946 and left service as a lieutenant colonel.

Gray to head Red Cross drive

ELISHA GRAY II, chairman of the board and chief executive officer of the Whirlpool Corporation and a director of A. G. A., has been chosen as a co-chairman, with Theodore V. Houser, of the 1961 Red Cross campaign. This will be the first time that two men have headed the appeal. Mr. Gray has been an executive of Whirlpool since 1939.

Alma mater honors Wolfe

JTHEODORE WOLFE, president of the J. Baltimore Gas and Electric Co., Baltimore, Md., and former president of A. G. A., recently received a distinguished alumni award from The Pennsylvania State University in an alumni honors program.

Five alumni are selected annually for this honor by the executive committee of the board of trustees from a panel of candidates recommended by the university president, Eric A. Walker. In announcing the names of those chosen, President Walker said they were being cited because their "personal life, professional achievements, and community service best exemplify the objectives of Penn State."

Mr. Wolfe's citation read as follows: "To J. Theodore Wolfe, for his distinguished record as chief executive officer of a major utility company; for his deep and abiding interest in higher education; for his personal dedication to the moral values fundamental to a free society; and for his unstinting service to his community."

Stone and Webster names Sperry, Hawkins vice presidents



E. M. Hawkins, Jr.



F. C. L. Sperry

FRANK C. L. SPERRY and Edgar M. Hawkins, Jr., have been elected vice presidents of Stone and Webster Service Corp., New York, N. Y.

Mr. Sperry was also elected president of Conversions and Surveys, Inc., a subsidiary

of the service corporation that converts appliances and equipment of gas utility systems to the use of natural gas.

Mr. Sperry has been personnel director of the service corporation since 1957. He joined the firm in 1947 in the Boston office, having previously been associated with Blackstone Valley Gas and Electric Co., Atlanta Gas Light Co., and Peoples Gas Co. He is an engineering graduate of the University of Texas.

Mr. Hawkins first joined Stone and Webster in 1933 following graduation from Massachusetts Institute of Technology. He has served in managerial capacities with Virginia Electric and Power Company and the City of Danville, Va. He was executive vice president of Michigan Gas Utilities Company from 1957 to 1959 when he returned to the service corporation in the New York office.

Roche elected to board

JOHAN P. ROCHE, president of Heppenstall Company, was recently elected a director of The Manufacturers Light and Heat Co., Pittsburgh, Pa.

A graduate of Duquesne University in 1935 and University of Pittsburgh Law School in 1939, Mr. Roche in 1953 served as the youngest president in the history of the Pittsburgh Chamber of Commerce. He is also a director of Heppenstall and of the Pittsburgh Brewing Company.

Georgia utility elects Bell

AT A RECENT MEETING of the board of directors of Gas Light Company of Columbus, Columbus, Ga., Jack A. Bell was elected executive vice president. Frank D. Foley will continue as president and Charles K. Oxford as vice president. The election of Mr. Bell represents a reorganization of the duties and responsibilities of the officers of the company.

Mr. Bell came to Gas Light Company in 1957 from Birmingham, Ala., where he was employed by the Alabama Gas Corporation. He attended public schools in Birmingham, Birmingham Southern College, and the University of Alabama.

Brashear becomes president Michigan Gas Association



A. V. Brashear

A. V. BRASHEAR, vice president and manager of operations of Michigan Consolidated Gas Co., Detroit, Mich., has been elected president of the Michigan Gas Association.

Mr. Brashear joined Michigan Consolidated upon graduating from the University of Michigan as a chemical engineer in 1923. He was

named manager of operations in 1957 and elected a vice president in 1958.

Named vice president was Frank B. Adams, division manager of Consumers Power Co., Jackson, Mich. Elected to his seventh term as secretary and treasurer was Milton G. Kendrick, administrative assistant to the vice president in charge of sales for Michigan Consolidated.

New members of the board of directors are two Michigan Consolidated executives, Karl Schmidt, vice president and engineer, and Albert F. Mullins, assistant general manager of the utility's Grand Rapids district.

Norman V. Kinsey, Jr., succeeds father as a director of pipeline corporation

NORMAN V. KINSEY, JR., has been elected a director of Transcontinental Gas Pipe Line Corp., Houston, Texas. Mr. Kinsey has succeeded his father, the late Norman V. Kinsey, who was a member of the original board of directors of the company. The elder Mr. Kinsey served continuously as a director

from 1947 until his death on June 5, 1960.

Mr. Kinsey has been associated with his father in the firm of Kinsey and Kinsey in all phases of the oil, gas, and pipeline business. In addition to interests in gasoline and recycling plants, refineries, and products pipelines, he has been active in the formation and

building of Transcontinental Gas Pipe Line, Texas Illinois Natural Gas Pipe Line, and Pacific Northwest Gas Pipe Line.

Mr. Kinsey is a graduate of Louisiana State University, with degrees of bachelor of science in business administration and bachelor of laws.

Director of research, two assistant directors appointed at Minneapolis-Honeywell

APPOINTMENT of Van W. Bearinger as director of research for Minneapolis-Honeywell Regulator Co., Minneapolis, Minn., and the promotion of two other scientists to the newly created positions of assistant research directors have been announced. Named assistant directors are John N. Dempsey and Edward E. Rexer.

Dr. Bearinger has been associate research director since 1956. He has filled a vacancy created approximately a year ago when Finn

J. Larsen was elected a corporate vice president in charge of research.

Dr. Bearinger, who joined Honeywell in 1950 after receiving his doctorate in physics from Iowa State College, is credited with sparking the development of the nation's first power transistor. He supervised Honeywell's development of power transistors and directed the program from pilot production to the time it became a separate operation.

Dr. Dempsey will supervise activities in-

volving infrared and ultraviolet sensors, ceramics, and solid-state physics, while Mr. Rexer will be responsible for programs in the areas of magnetics, thin films for computers, molecular electronics, power sources for space flight, thermodynamics, and heat transfer.

Dr. Dempsey joined Honeywell in 1952 after receiving a doctorate in physical chemistry from the State University of Iowa. Mr. Rexer, also a physical chemist, has been a research section head since 1955.

G. P. MacNichol, Jr., becomes additional board member at Ohio Fuel Gas

ONE NEW director was elected and all present officers and directors re-elected for a year at a meeting of the directors of The Ohio Fuel Gas Co., Columbus, Ohio.

Elected as an additional board member was George Pope MacNichol, Jr., president of Libby-Owens-Ford Glass Co., Toledo, Ohio. Mr. MacNichol is also a director of the Columbia Gas System, Ohio Fuel's parent company.

Officers re-elected are A. W. Lundstrum, president; E. D. Bivens, vice president and general manager; W. D. Betsch; A. M. Hutchison; J. A. Bieber; P. W. Rogers; H. A.

Titsch; Frank S. Williams and Morton Lewis, vice presidents; W. F. Laird, secretary; W. J. Curnow, treasurer; W. F. Smiley, assistant vice president; W. J. Curnow, assistant secretary; R. B. Herrold; and L. H. Longanbach

and Luther S. Williams, assistant treasurers.

Directors re-elected are J. C. Baker; C. R. Van de Carr, Jr.; C. I. Weaver; G. S. Young; A. W. Lundstrum; E. D. Bivens; P. W. Rogers; and Frank S. Williams.

Wellborn succeeds Gaunt as Reynolds general manager



R. E. Wellborn



F. Gaunt

Franck to head Milwaukee group

BERNARD T. FRANCK, a retired vice president of the Milwaukee Gas Light Co., Milwaukee, Wis., has been appointed executive director of the Downtown Association of Milwaukee. The association's president said that Mr. Franck's background in activities involving work with local, state, and federal government agencies, as well as his promotional activities, qualified him for his new position.

Mr. Franck took up residence in Milwaukee in 1939 and served as vice president in charge of sales for the gas company until 1954. Previously he was general sales manager for the gas utility company in Grand Rapids, Mich.

FLOYD GAUNT, a veteran of almost a half century in the gas industry, recently retired as vice president and general manager of Reynolds Gas Regulator Co., Anderson, Ind. He will remain as a consultant to the firm. Robert E. Wellborn, a gas industry engineer, has been appointed general manager to succeed him.

Mr. Gaunt joined Reynolds in 1920 and

became vice president and assistant manager in 1926. He was appointed general manager when Arkansas Louisiana Gas Company purchased Reynolds in 1958. His gas industry career began in 1913 with Central Indiana Gas Company, with which he was associated before joining Reynolds.

Mr. Wellborn came to Reynolds from the position of gas distribution engineer in the Arkansas division of Arkansas Louisiana Gas. His duties with the division as distribution engineer included the supervision of regulating and measurement equipment used in gas distribution. During the past year he served as chairman of an intercompany Reynolds product information committee.

Mr. Wellborn began his gas industry career in 1934, following high school graduation, as a member of an Arkansas Louisiana Gas survey team. Prior to his appointment to division distribution engineer in 1956, he was industrial meter and regulator foreman for the gas company.

Names in the news—a roundup of promotions and appointments

UTILITY

Lone Star Gas Co. has named **B. P. Nixon** production superintendent for Lone Star Producing Company's Oklahoma district. Mr. Nixon, who joined Lone Star in 1952, has replaced the late **Ted Scott**, who had been the district superintendent since 1955. The company has appointed **Neal Hall** to the new post of publicity and advertising director. Formerly advertising director, he began his career 11 years ago as advertising copywriter. In keeping with Lone Star's enlarged promotion program, **Bruce Cunningham** has been named manager of press relations, a new position in the department. He will be assisted by **Alex L. Acheson**, publicity representative, and **Anne Schuler**, publicity staff writer. **Claribel Thompson**, who has been appointed to the new post of supervisor of organization publicity, has been succeeded as editor of *Blue Blaze* by **Joel Horton**, former assistant editor. In another development, **Ardmore J. Healy** has been appointed to the new post of assistant to the vice president of the Fort Worth, Texas, distribution division of the company. He was former division general sales and promotion manager. He joined the company in 1930.

The Ohio Fuel Gas Co. has appointed **John Van Dyke** to a newly created post of automation engineer for the Columbia Gas System Service Corp. For the past year Mr. Van Dyke has served as electrical design engineer for the Columbia Gulf Transmission Corp., a subsidiary of the Columbia Gas System. **John E. Towle**, engineer in the methods department of the service corporation has been appointed to head a new section in the gas engineering department. He joined Columbia in 1950 as a junior engineer. **Frank I. Dorr, Jr.**, has joined the service corporation as a senior pipeline engineer in the gas engineering department. Formerly with Columbia Gulf Transmission, he at one time had his own corrosion engineering firm.

Northern States Power Co. has announced several personnel changes. **J. E. Stoddart, Jr.**, former sales manager of St. Paul division, has assumed the position of general sales manager replacing **J. R. Furber**, who was recently elected vice president and manager of the Minneapolis division to succeed the late **E. K. Thorgaard**. **J. S. Mayer**, former manager of the industrial sales department, has become assistant sales manager. **L. W. Larson**, who was manager of the gas sales development department, general office, has succeeded Mr. Stoddart. **Peter W. Beck** has assumed Mr. Larson's duties. **Lewis J. Crain**, former sales manager in the Southwestern division, has replaced Mr. Beck as sales manager of the Faribault division. **Darrell D. Butterwick** has succeeded Mr. Crain.

William R. Smith has been named assistant area development manager for The East Ohio Gas Co. He joins East Ohio after similar experience with the Detroit Edison Co. and will assist in implementing the Company's new area development program directed by **William R. Pringle**.

Atlanta Gas Light Co. has announced the promotions of 12 employees. Their names and new titles are: **E. T. Hollifield**, Macon manager; **George W. Adams**, operating superintendent in Atlanta; **Fred E. Neeley**, production and building superintendent in Atlanta; **P. C. Avant**, chief engineer; **John E. Lester**, Macon superintendent; **W. F. Bennett**, assistant chief engineer; **Thomas C. Bush**, Augusta superintendent; **John D. Roberts**, Athens superintendent; **Joseph S. Hornston**, assistant service superintendent; **Stanley G. Wood**, executive assistant; **William F. Norman**, Atlanta division engineer; and **William T. Raines**, Waycross superintendent.

James E. Kane, Jr., has been appointed manager, personnel department, of the Baltimore Gas and Electric Co. He succeeds **J. William Carothers**, who has retired. Since 1948 he has been assistant manager of the department.

John L. Holder and **Wilbur J. Whitehill** have been appointed superintendent and assistant superintendent, respectively, of New York State Natural Gas Corporation's Mamont district. Mr. Holder, who was assistant superintendent, has succeeded the late **Harry J. McNeely**. Mr. Whitehill was former chief engineer of stations for the district.

Clarence J. Lytle has been elected to the position of treasurer of Hope Natural Gas Co. and of The River Gas Co. He succeeds **B. E. Bridge**, treasurer of Hope and River since 1954, who will retire October 1, 1960, after 44 years of service. **William C. Scranage** succeeds Mr. Lytle as assistant treasurer-accounting of both companies.

Elizabethtown Consolidated Gas Co. has appointed **J. Warren Russell** to the newly created position of general sales manager. Mr. Russell formerly served with the company as residential sales manager.

W. E. Long has been appointed sales manager of Houston Natural Gas Corp. He had been assistant to the president for the past five years. He will have supervision over all sales to residential, commercial, and industrial customers served by the company's distribution lines. Sales activities at Houston Natural were formerly under the supervision of **L. P. Thomas**, who has resigned from the company.

Emery Dee Hoenshell has become system manager of community services for Consolidated Natural Gas System. Prominent in industrial development circles in Minnesota and Nebraska, Mr. Hoenshell will have offices in Pittsburgh, Pa., and will assist **Christy Payne, Jr.**, manager of market development for the system, in carrying out Consolidated's community betterment and industrial development program in Pennsylvania, West Virginia, Ohio, and New York.

MANUFACTURERS

The Chrysler Airtemp division of Chrysler Corp. has announced several promotions and appointments. **Robert W. Forster** has become marketing services manager. This was his third promotion since he

joined Chrysler in 1958 as manager of business and market research. His last position was as manager of sales planning for room air conditioners. He succeeds **H. K. Henry**, who has been assigned special duties. New sales promotion manager for the division is **Carl T. Miller**, former supervisor of advertising production. He has filled the position left vacant when **Lae Epley** became advertising manager recently. **John F. Zaino** has been appointed to succeed Mr. Miller. **Ralph J. Link** has been named as director of national services, and **William L. Regan** has succeeded him as sales manager for the packaged heating and cooling department. Mr. Link has replaced **H. G. Stephan**, who has resigned. Mr. Link has been with Chrysler Airtemp in the sales department for 10 years. Mr. Regan joined the firm in 1953. Both new appointees are graduates of the University of Dayton.

The Grayson Controls division of Robertshaw Fulton has announced the appointment of **Richard D. Hall** to the newly created position of manager, distributor sales. He will assist **M. F. (Mike) Grace**. For the past five years, Mr. Hall has been a sales representative for the division in the Pacific Southwest. **Lawrence T. Garnett**, former assistant chief engineer of the electronic controls division of Manning, Maxwell and Moore, has joined the staff of Robertshaw Fulton's aeronautical and instrument division as a senior development engineer. (Robertshaw recently acquired the Microsen product line of electronic control instruments from Manning, Maxwell and Moore.)

With the retirement, effective July 31, 1960, of **Fred Rigdon**, regional manager in the Maytag Company's Kansas City branch, **Roger Stahlin** has been appointed regional manager. Mr. Rigdon joined the appliance firm in 1926. Mr. Stahlin, who joined Maytag in 1953, has served as a field sales assistant and, more recently, as freezer sales specialist in the Kansas City branch. Changes in the territories of regional managers **Don Fisher** and **Harold Eaton** have also been announced. Mr. Fisher is being transferred to Mr. Rigdon's former territory, and Mr. Eaton is moving to the territory formerly served by Mr. Fisher. In another development, **Richard Giardina** had been named secretary of the Maytag Chicago Co., which was organized last month as a new subsidiary to handle Maytag product distribution in metropolitan Chicago, Ill.

The Remington Rand Univac division of Sperry Rand Corp. has announced two appointments. **Clarence E. Watson** has been named director of industry marketing, and **John T. Jackson** has become vice president-management planning. A graduate of Cornell University, Mr. Jackson was formerly a vice president of International Telephone and Telegraph Corp. Prior to joining Remington Rand, Mr. Watson was employed by the Crane Co. as executive vice president of the Corwith division and general manager, atomic energy valves.

Paul E. Paules has been appointed west-

ern regional manager for the Scientific and Process Instruments division of Beckman Instruments. He has been with Beckman since 1950, most recently as sales manager for the western region.

Jack J. Kerns has been appointed director of purchasing, and **James E. Kerns** has been named general purchasing agent for Selas Corp. Both positions have been newly created for the purpose of consolidating the firm's purchasing activities. Jack Kerns has been with Selas since 1935. James Kerns joined the company in 1928.

Parker S. Anderson has become development engineer at the Vulcan Plant of Reeves Brothers. A graduate of Wayne State University, he was employed by the Michigan Consolidated Gas Co. from 1937 to 1955 and by the Superior Meter division, Neptune Meter Co., from 1955 to 1960.

A new department in the customer quality and services division of Whirlpool Corp. has been announced. **Charles C. Wood**, manager of the customer assurance department, has been given the basic responsibility of insuring that quality standards for Whirlpool-made appliances match or excel the quality expectations of consumers. Mr. Wood has been with Whirlpool since 1955.

OTHER

Trunkline Gas Co. has announced recent promotions in the engineering department. **R. C. Newsome** has been named manager

of engineering design. New manager of engineering planning is **A. W. McAnneny**. **H. C. Williams** has been promoted to administrative assistant to the chief and assistant chief engineer. Under Mr. McAnneny's supervision are **L. V. Parent**, supervising engineer, planning, and **L. C. Sullivan**, supervising engineer, research. **J. B. Sellers** has been named supervising engineer, pipelines, under the direction of Mr. Newsome. In another development, **Leon L. Fergus** has become superintendent of land. He was formerly employed by Sohio Petroleum Co. as a district landman and staff assistant to the exploration manager.

Dearborn Chemical Co. has appointed **Lewis I. Terry** as laboratory manager. Mr. Terry had been director of analytical services. His successor in that position is **Richard A. Larrick**, who formerly headed the materials testing and analytical laboratory at the Hudson Falls plant of General Electric Co.

Consolidation of the Dallas district of United Gas Pipe Line Co. and the Tyler district of Union Producing Co. and the appointment of **F. B. Winbery**, manager of the Dallas pipeline district, as manager of the consolidated district have been announced. Mr. Winbery succeeds the late **Preston Fergus**. Both companies are subsidiaries of United Gas Corp. **Boyd K. Watson, Jr.**, landman in the Tyler producing district, has been promoted to assistant district manager of the consolidated district.

for more than nine years and was associated with the gas industry for more than 25 years.

He was a member of the A. G. A. Industrial and Commercial Gas Section's Water Heating and Steam Generation Committee and a supporter of the section's high-load commercial water heating campaign.

Ernest L. Fleming

retired general sales manager of Public Service Electric and Gas Co., Newark, N. J., died June 24, 1960, in Largo, Fla. He was 74.

Mr. Fleming retired in 1950 after 27 years with Public Service in the Newark office. He was graduated from Syracuse University in 1909 as an electrical engineer.

He leaves his widow, **Nona Gray Fleming**; two sons; a daughter; and six grandchildren. His first wife, **Rita E. Fleming**, died in October, 1948.

Eugene H. Bird

president of Eastern Gas and Fuel Associates, Boston, Mass., and long prominent in the coke, gas, and associated industries, died suddenly July 19, 1960, while convalescing from an operation. He was 67.

When Eastern Gas and Fuel Associates was formed in 1929, he was elected a trustee and transferred to Boston as assistant to the president. He was elected vice president in 1934, executive vice president in 1949, and president in 1955. He was a director of several subsidiary companies in the Eastern organization, including Boston Gas Company.

His widow, the former **Dorothy M. Hamill**, a daughter, and a grandson survive.



1960

SEPTEMBER

- 26-30** • A. G. A. Commercial Kitchen Planning Seminar, Michigan State University, East Lansing, Mich.

OCTOBER

- 4-5** • Gas Measurement Institute, National Guard Armory, Liberal, Kans.
- 10-12** • Annual Convention of A. G. A. and "Festival of Flame" Exhibit, Atlantic City, N. J.
- 13-15** • American Hotel Association, Annual Meeting, San Juan, Puerto Rico.
- 17-21** • National Metal Exposition (where A. G. A. will exhibit), Philadelphia, Pa.
- 23-25** • Independent Petroleum Association of America, Annual Meeting, Statler Hilton Hotel, Dallas, Texas.
- 25-27** • American Standards Association, 11th Annual Conference on Standards, Sheraton-McAlpin Hotel, New York, N. Y.

NOVEMBER

- 14-17** • National Hotel Exposition, New York Coliseum, New York, N. Y.
- 15-16** • Natural Gas Pipeline Institute, Court Room, Court House, Liberal, Kans.
- 18-22** • Air Conditioning and Refrigeration Institute, Annual Meeting, Hollywood Beach Hotel, Hollywood Beach, Fla.
- 28-30** • A. G. A.-Edison Electric Institute Electronics Seminar, the Claridge Hotel, Atlantic City, N. J.
- 28-30** • American Society of Heating, Refrigerating and Air Conditioning Engineers, Semi-annual Meeting, Chase-Park Plaza Hotels, St. Louis, Mo.

DECEMBER

- 5-9** • A. G. A. Gas Air Conditioning Sales School, Nationwide Inn, Columbus, Ohio.

OBITUARY

William Lawlor

who recently retired as vice president and operating manager for Southern Union Gas Company's South Texas properties, died in Austin, Texas, on July 6, 1960, at the age of 75.

One of the country's veteran gas men, Mr. Lawlor had compiled a record of more than 53 years of service to the industry. He spent some 47 years with the gas utility in Austin and was named vice president of Southern Union at the time the company acquired the Austin properties in 1949.

Before moving to Austin, Mr. Lawlor worked for six public utility companies. During the time he was associated with the utility in Austin, he saw it change ownership five times and served as its president and general manager while it was owned by Texas Public Service Company.

Mr. Lawlor is survived by his widow, **Norma Louise**, and two daughters.

Morton M. Chorost

supervisor of the technical service division of the sales department of Long Island Lighting Co., Mineola, L. I., N. Y., died unexpectedly on June 28, 1960.

He was employed by Long Island Lighting

Personnel service

SERVICES OFFERED

Comptroller—had responsibility since 1944 for all accounting, treasury and corporate secretary functions including budgeting, financing, systems and procedures, taxes and special studies in a medium-size gas utility. Detailed resume on request. 0994.

Electric Utility Rate Engineer—graduate electrical engineer, M.S. business management, experience: five years rate engineering, 12 years utility engineering consisting of design, construction and operations, NYC area preferred. (Age 38) 0996.

Gas Engineer—of major utility. Three years' diversified field and staff chemical engineering experience. Work includes: research, gas conditioning, analysis, etc. Married. Will relocate. Excellent knowledge of west. Detailed resume on request. 0997.

Industrial Sales Engineer—nine years' experience promoting the sale of industrial gas with established natural gas utility. Thoroughly familiar with boiler conversions, industrial process heating and commercial gas applications. Responsible, married, family, age 33. Degree in Mechanical Engineering. Resume and references upon request. 0998.

Management Engineer—graduate engineer with ten years experience with natural gas distribution company including administration, engineering, operating and construction phases. Age 35. Will relocate with utility or consulting firm. 0999.

Marketing Management—Product Development—twenty years sales executive, service management and administrative experience national GAMA membership corporation. Ten years wholesale distributor gas appliances assures knowledge dealer development and related promotional and merchandising activities. Currently marketing consultant. Seeking gas industry re-association offering challenging opportunity and growth potential. Will relocate. Salary open. 2000.

POSITIONS OPEN

Gas Operating Engineer—Southern New England medium-size combination gas and electric utility has opening in gas department which should lead to responsible supervisory position. Prefer young graduate engineer with several years experience in gas operations. Excellent opportunity for qualified man. Send resume of experience, qualifications and salary requirements. 0938.

Industrial Sales Engineer—well established natural gas utility, serving rapid growing mid-Atlantic region, has opening for graduate engineer, preferably under 35, as industrial rep-

resentative. Must be familiar with basic process heating applications, including knowledge of boiler conversions. Send resume of education, experience and salary requirements. 0939.

Industrial Engineer—Northeastern Pennsylvania utility has position open for an industrial engineer with I.E. degree or with equivalent experience. Salary open. A man must contact large commercial and industrial customers to convert them from other fuels. Send complete resume including education, experience, references and salary expected. 0940.

Manager—small natural gas utility distributing in scattered Southwest towns needs manager to organize and direct operations. Ideal connection for an active semi-retirement where arid climate and high elevation are advantageous and for someone appreciating challenging associations and fascinating country. Send complete resume. All inquiries acknowledged. 0941.

Operating Vice President—technically-qualified administrator required by stockholder-owned multi-plant water works utility system in East. Must assume responsibility for direction of local supervisory personnel, including optimum utilization of field operating forces, negotiation of union contracts, engineering and scheduling of construction. Send description of present and prior responsibilities relevant to position described, age, present earnings, photograph, minimum of three business references. No inquiries of references will be made without permission. 0942.

Distribution Research Engineer—challenging position in organization and supervision of distribution research programs for the industry. Graduate engineer, under 35 years of age, five to 10 years experience, excellent knowledge all phases distribution operations. Research experience with large gas utility preferred. Furnish resume of education, experience and salary requirements. 0943.

Testing—Development Engineer—California manufacturer of forced air central gas heating equipment seeks engineer capable of testing and development of forced air furnaces. Must be familiar with A. G. A. testing procedure. Interested candidates please submit resume of background and experience. All replies will be confidential. 0944.

Gas Engineer—midwest utility, 130,000 gas customers, seeks graduate engineer with three to eight years experience in gas distribution work including system design and layout, construction, and corrosion control. Excellent opportunity for advancement. Send resume of education, experience and salary requirements. 0945.

Corrosion Engineer—to head up and expand gas distribution corrosion control program. Please send complete resume of past experience, education and personal data. 0946.

Utility Property Accountant—\$7,176-\$8,580 annually. Responsibility for all property records including methods and procedures related to property records for city-owned utilities. Originate and supervise maintenance of catalogues for plant and retirement units, and general supervision of distribution of property accounts. Review property depreciation to ascertain that adequate reserves are maintained. College graduate with specialization in accounting or business administration, five years utility accounting experience, some in property record accounting. CPA certificate accepted in lieu of college graduation. 0947.

Superintendent of Utility Accounting—\$7,448-\$8,970 annually. Responsibility for all accounting operations including financial reports, budget forecast, and field reporting for city-owned utilities. Conduct continual review of procedures, devising and installing improved procedures in conformity with FPC and NARUC Uniform System of Accounts. College graduate with specialization in accounting or business administration, six years of utility accounting experience, one year at supervisory level. CPA certificate accepted in lieu of college degree. 0948.

Manager—to supervise construction, maintenance service and business end of small distribution system. Salary, hospital plan, liberal retirement plan and options to right man. 0950.

Gas Promotion Engineer—engineering degree with at least two years' experience in the industrial, commercial and central house heating, air-conditioning and miscellaneous appliances, covering gas sales, engineering, supervisory installation and service. Must be thoroughly experienced in preparing heating and air-conditioning surveys and selling gas equipment for the promotion of gas sales, on the Northwest gulf coast of Florida. Starting salary \$496-\$598 per month. Maximum age, 35. Send full resume. 0952.

Manager—Service Department—compact gas appliance manufacturer requires at its California facility experienced man, preferably with absorption refrigerator background. Positions also available for service engineers in Los Angeles, Chicago, Detroit, Dayton and New York City. Send resume with experience and salary requirements. 0953.

Supervisor of Plant Records—responsible for all property records, including supervision of maintenance of catalogs for plant and retirement units and general supervision of department. Knowledge of FPC Uniform System of Accounts for both gas and electric, with emphasis on electric. Prefer college graduate with specialty in accounting. Six years' accounting experience, at least two years' experience. CPA certificate desirable, not required. 0954.

National Safety Council cites Baltimore Gas and Electric for safety record

EMPLOYEES of Baltimore Gas and Electric Co., Baltimore, Md., have been presented with the National Safety Council's award for the best safety record among large combination electric and gas companies in the

country. This is the sixth award earned by the company in the past seven years and the ninth such award the company has merited. It climaxes the safest year in the utility's history.

The award was presented to J. Theodore Wolfe, president of the company, by George M. Leilich, president, Baltimore Safety Council, acting on behalf of the national organization.

Associates elect Tibolt

TRUSTEES of Eastern Gas and Fuel Associates, Boston, Mass., have elected Robert P. Tibolt as president and chief executive officer succeeding the late Eugene H. Bird. Mr. Tibolt has been executive vice president since 1955.

Mr. Tibolt has been associated with Eastern and predecessor companies since 1920. He was elected as vice president of Eastern in 1947 and a trustee in 1956. He is an officer and director of subsidiaries of Eastern.

Hope Natural employees presented A. G. A. awards

HOPE NATURAL Gas Co., Clarksburg, W. Va., recently presented A. G. A. Safety Merit Award certificates, at a dinner held in Bridgeport, W. Va., to employees of its Clarksburg Main Line division and of the Clarksburg Warehouse and Shops.

Warehouse and shops employees had worked from June 27, 1955, to April 1, 1960, 1,026,046 man-hours, without a disabling injury, and the Clarksburg Main Line group had worked 1,038,432 man-hours,

from September 9, 1952, to April 1, 1960, without a disabling injury.

Correction

THE A. G. A. MONTHLY for June, 1960, featured an article in which the Panelbloc heaters at the E. D. Jones plant, Pittsfield, Mass., were described as ceramic units perforated with 200 holes per square inch. This description specifies a competitive product.

A. G. A. advisory council

E. R. ACKER.....Poughkeepsie, N. Y.
J. B. BALMER.....New York, N. Y.
F. M. BANKS.....Los Angeles, Calif.
F. THOMPSON BROOKS.....Philadelphia, Pa.
D. B. W. BROWN.....New York, N. Y.
F. D. CAMPBELL.....Cambridge, Mass.
SHELDON COLEMAN.....Wichita, Kan.
C. V. COONS.....New York, N. Y.
STUART COOPER.....Wilmington, Del.
R. E. CRAWFORD.....Minneapolis, Minn.
W. M. ELMER.....Owensboro, Ky.
T. H. EVANS.....Pittsburgh, Pa.
L. C. HARVEY.....Syracuse, N. Y.
J. J. HEDRICK.....Chicago, Ill.
H. HANSELL HILLIER.....Savannah, Ga.
H. C. JONES.....Malden, Mass.
D. E. KARN.....Jackson, Mich.
PAUL KAYSER.....El Paso, Texas
JULIUS KLEIN.....Jenkintown, Pa.
D. C. LUCE.....Newark, N. J.
W. G. MAGUIRE.....New York, N. Y.
N. H. MALLON.....Dallas, Texas
C. L. MAY.....Dallas, Texas
D. H. MITCHELL.....Hammond, Ind.
W. E. MUELLER.....Colorado Springs, Colo.
G. T. MULLIN.....Minneapolis, Minn.
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